

OCTOBER, 1907



# SELLING ELECTRICITY

**P**LAY the game—play fair—play fast.

The greatest game in the world is the business game. And the half-backs in the business game—the men who carry the ball and upon whose courage and power and skill and brains the brunt of battle falls—are the salesmen.

SELLING ELECTRICITY helps the central station salesman. This issue is better than the last; November's will discount this. It is the only paper that teaches you how to play the business game better.









# BEAUTIES



BUCKEYE TANTALUMS

THE BUCKEYE ELECTRIC CO.

CLEVELAND, OHIO

## **WHY ARE YOU THE MANAGER OF AN ELECTRIC LIGHTING COMPANY ?**

---

Isn't it because you realized the future possibilities of electric energy when electricity was not as well known and not in such general use as it is today ?

You picked the electrical field for a career because you were wide awake enough to recognize that it was destined to become one of the world's greatest fields of activity.

You know that electricity is just another name for progressiveness ; that the lamps, appliances and lighting methods of ten years ago are antiquated today.

You know that nearly every year brings some tremendous improvement in the application of light, heat and power.

And knowing all this, as you know it, we ask you to read the following pages most carefully, and after you have read what we have to say, turn back and again consider the following question.

**WHERE WILL YOU AND YOUR COMPANY BE FIVE OR SIX  
YEARS FROM NOW IF YOU DO NOT CONTINUE  
TO BE AWAKE AND PROGRESSIVE ?**

What do you really know about the Tantalum lamp?

Do you know that the Tantalum is the latest and most important practical improvement that has been made in the perfection of the original Edison incandescent?

Do you know that the Tantalum lamp is no longer a theory or an experiment; that the Buckeye Tantalum has made good on both direct and alternating current under the severest possible conditions on the currents of several hundred lighting companies?

Do you know that we guarantee the Buckeye Tantalum to give perfect service on alternating current circuits, as well as on D. C., on 25 or 60 cycles?

Yes, and do you realize that there are certain of your customers this minute who ought to be burning Tantalums? That there are certain perplexing problems that you and hundreds of other central station managers are wrestling with that only the Tantalum lamp will solve?

When you know what the Tantalum lamp will do--what we guarantee the Buckeye Tantalum to do, you will know where you can use it to your advantage.

### **HERE ARE THE FACTS EPITOMIZED**

The Buckeye Tantalum gives 25 percent more light than the regular incandescent.

It gives a beautiful pure white light which make it unrivaled for the lighting of drygoods stores, jewelry shops, picture galleries, photograph galleries and ballrooms.

It consumes but 40 watts or, say, 71% of the current required by the ordinary incandescent.

Its first cost you may consider high, but this increased expense is more than offset by its length of life and its lower current consumption.

**We have the Photometric Curves, the Test Reports and any quantity of other data which we might hand you, but we prefer to have you put a few Tantalums on your circuits and judge by their actual performance.**

Now, we have not asked you to buy a single Tantalum.  
We are not going to ask you to buy one in this advertisement.

What's more, we are not going to ask you to commit yourself one way or the other on the Tantalum question.

But what we do want to ask is this:--

Will you let us make you our special Tantalum lamp proposition ?

We know that there are certain weak spots in your lighting situation where you could use Tantalum lamps to the advantage of your customers and your company.

We will be pleased within the course of the next sixty days to have a man stop off in your town and show you exactly where you could use Tantalums to your own and your customers' profit.

~~~~~TEAR OFF ON THIS LINE~~~~~

BUCKEYE ELECTRIC CO.

CLEVELAND, OHIO.

Gentlemen:

You can put us down for a call from one of your men within the next month or so, as we are perfectly willing at all times to consider any progressive improvement that promises to benefit either ourselves or our customers.

NAME.....

COMPANY.....

CITY OR TOWN.....

STATE.....

SELLING ELECTRICITY ADVERTISERS.

# FEDERAL INTERCHANGEABLE SIGNS

**M**ONEY-MAKERS for Central  
Stations. The only kind that  
will satisfactorily advertise both you and  
your customers. Free to your customers  
---yet they pay you splendidly.  
Write for our proposition.

## FEDERAL ELECTRIC CO.

Lake and Desplaines St., Chicago

**EASTERN AGENTS—FEDERAL SIGN SYSTEM (Electric)**

**317 W. 42nd Street, New York**

**129 S. 10th Street, Philadelphia**

In writing to advertisers, mention "Selling Electricity"

SELLING ELECTRICITY ADVERTISERS.



1841. 2-Light—Electric Portable with Pull Sockets. Height with shade, 24 in. Base  $7\frac{1}{2}$  square.

Shade for same, No. 1826, Leaded Glass,  $16\frac{1}{2}$  in. spread.

LARGEST LINE OF

# Art Glass Shades

IN THE U. S.

---

From \$1.00 each

to \$125.00 each

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## Hanging Dining Room Domes

In 18 in., 20 in., 24 in. and 30 in.

A SPECIAL FEATURE

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**UNIQUE ART GLASS & METAL COMPANY**

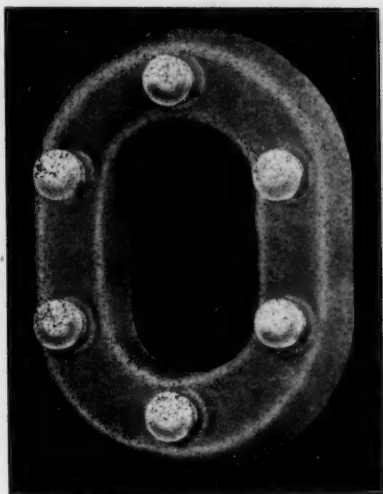
Factories: 105-107 Vandevor St., and 88-90 De Sales Place

**BROOKLYN, N. Y.**

In writing to advertisers, mention "Selling Electricity."



## Cheaper **Signs** ... Better



*Buy Colonial Porcelain Electric  
Sign Letters and Make Your  
Own Signs :: :: ::*

No need to pay a big profit to sign makers for work a cheap workman can do.

Buy simply the letters. Assemble them in your own shop. You can sell the complete sign at half the price charged for made-to-order kind.

That means more business for you. Merchants hesitate to use electric signs because the first cost is high. With Colonial signs you reduce first cost to reasonable figures.

*Colonial Signs are Best, because:—*

- They are practical.
- They are waterproof and fireproof.
- They are attractive by day as well as by night.
- They are China, therefore permanent.
- They never need painting.

Get our booklet and study this proposition. It's a business getter for any central station.

**THE COLONIAL SIGN & INSULATOR CO.**

AKRON, OHIO

## *The* **Barr Iron**

STANDS ON ITS MERITS AS  
The Only Iron that Invites Comparisons



We could talk to you 'till doomsday about the  
**Superiority of the  
Barr Iron**

and you might still doubt our word. But you can't doubt your own tests—you can't doubt the evidence of your own senses. So we will put the

**Barr Iron Proposition**

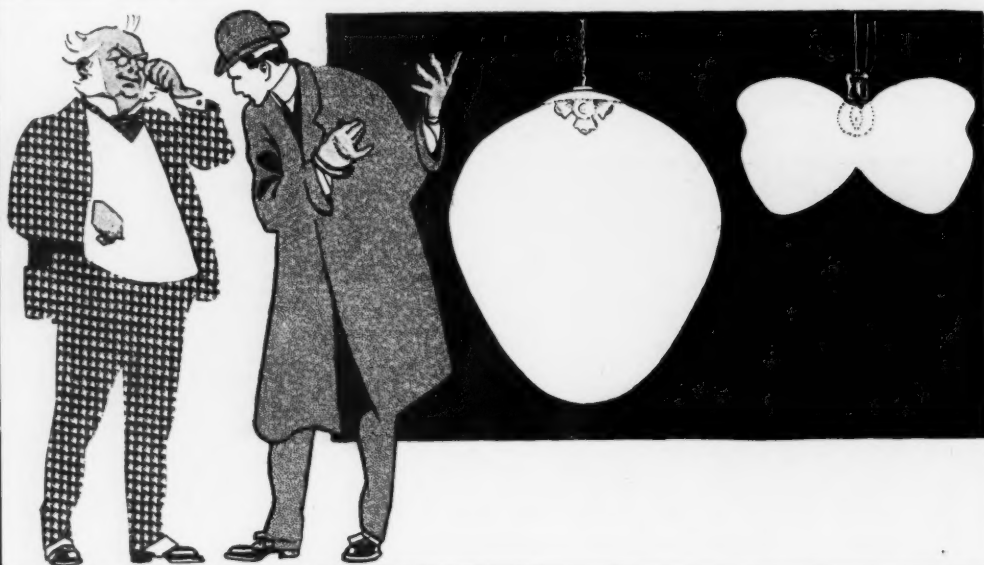
in this form: Buy one Iron and try it out in competition with any other Iron on earth—or all other Irons.



## *The* **Barr Iron**

STANDS ON ITS MERITS AS  
The Only Iron that Invites Comparisons

**The W. J. Barr Electric Mfg. Co.**  
Cleveland, Ohio



## Let the Merchant Choose

The merchant who pays you a good rate per kwh. for your current is entitled to his money's worth. He pays for current; what he wants is illumination—the most illumination and the best he can get for his money.

The HOLOPHANE ARC gives almost 80% more useful light and infinitely better light than any unit of equal current consumption. It is artistic, efficient. It requires no care or attention.

If you let the merchant choose, he will take HOLOPHANE ARCS every time.

Now, from your own point of view, the HOLOPHANE ARC is equally desirable.

The power factor of incandescent lamps is unity.

There is no trimming expense, as with arc lamps—nothing but renewals on the incandescents. Again, you can sell HOLOPHANE ARCS where you now loan arc lamps, so that while satisfying the customer, you incur no investment. Or, you can put them out free, the first cost being very low. The candle power and number of lamps can be adjusted, in HOLOPHANE ARCS, to suit all conditions. They constitute a flexible system of lighting, giving the customer an abundance of light without waste.

The cut above shows approximately the comparison in distribution of light between a HOLOPHANE ARC and an arc lamp of about equal current consumption. That tells the story at a glance. Get the new booklet on HOLOPHANE ARCS; it lists several new additions to the line.

# HOLOPHANE COMPANY

(SALES DEPT.)

227-229 FULTON STREET

NEW YORK, N. Y.

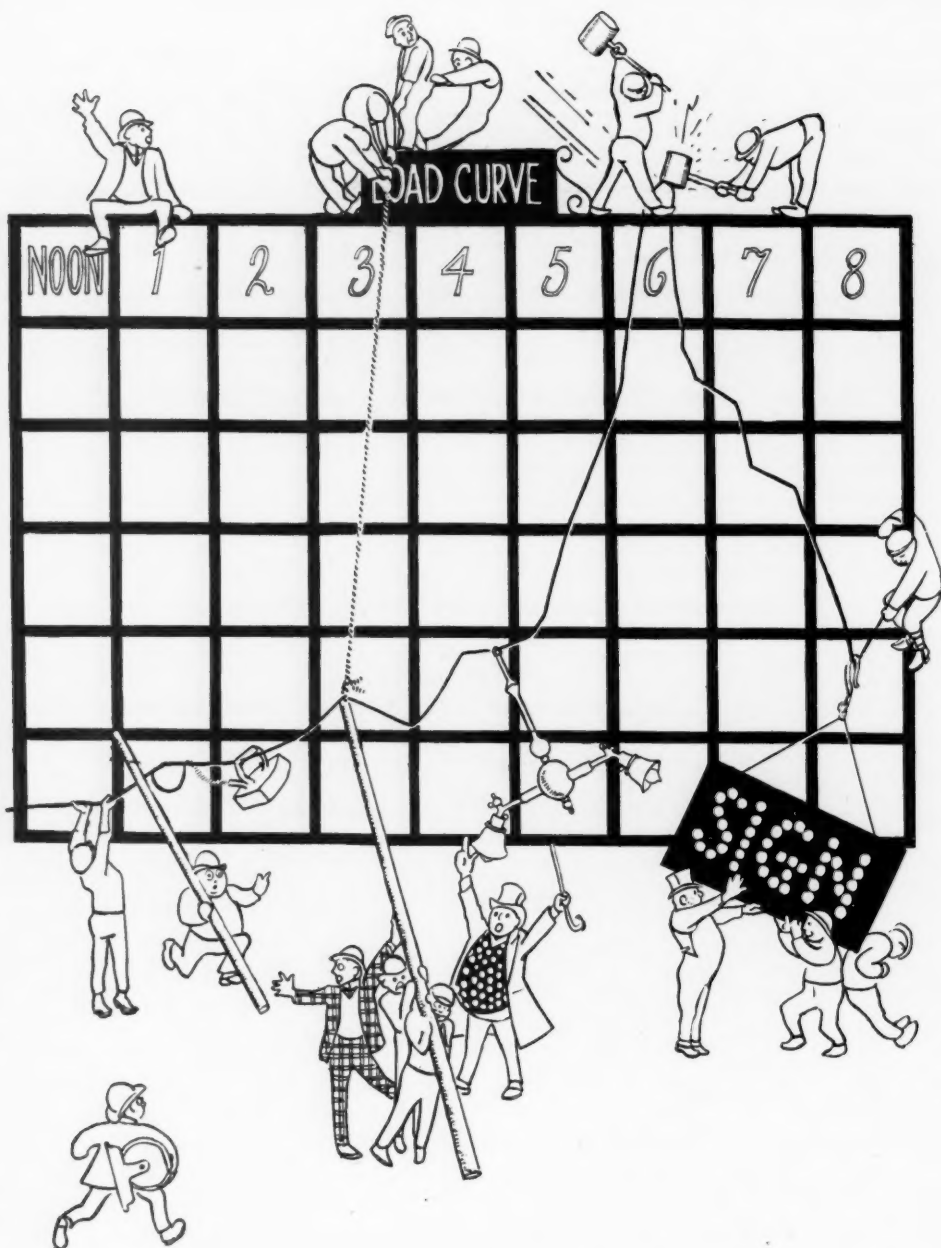
In writing to advertisers, mention "Selling Electricity."



# SELLING ELECTRICITY

A Magazine of Business Getting for Central Stations and Electrical Men Generally

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## RETRENCH

"The order for retrenchment is in reality not a hardship, but an opportunity. The shrewd manager will not bewail his fate, but will seek to turn the adverse circumstances to advantage. Small customers, small devices, which he had neither time nor inclination to bother with before, will now be found worth cultivating. He will seek to build up the business of his present customers; to improve his load factor; to re-arrange installations so that while giving the same gross income they will net a higher percentage of profit."



Entered as Second Class Matter July 26, 1907, at the Post Office at Newark, N. J., Under Act of Congress of March 3, 1879.

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Volume 2

OCTOBER, 1907

No. 4

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## RETRENCH

**I**T would be not only impolitic, but untrue to suggest that times are hard—nevertheless, a good many lighting companies are confronted with orders to retrench.

This is a condition—the cause is beyond your humble scribe, for who can say what sways the arbitrators of the market?—but the condition we must face.

We are told to cut our expenditures to the minimum; to pare costs to the very flesh. Plans for enlargement, over which we have sweat and lost sleep, must be abandoned. Our hopes for gains in revenue are threatened by the order to abandon all plans involving money.

At first glance the situation looks serious.

A second, and we see that what appeared a menace is in reality a good thing.

There is just as much danger in ill-advised expansion as in panicky retrenchment. When business is booming, money easy, orders thick, credits elastic, we thunder along like a racing auto, regardless of the danger which may lurk around the next bend in the road. When times are scarce, capital timid, and contracts hard to secure, we feel our way forward as through a fog, carefully. In the first case, we get there quickly, if we get there at all,—in the second, we are pretty sure to arrive, though the pace is slow.

The order for retrenchment calls for the lopping off of unnecessary expense. Extensions are curtailed, territory restricted. But if retrenchment means that we must cease to expand, it gives us an opportunity to round out our present business to safer proportions. We cannot reach out a mile for that factory upon which we have been working so hard—we cannot afford the investment. But we can, and should, turn our attention to the lesser factories along our present lines, and bend our energies towards bringing them into the fold.

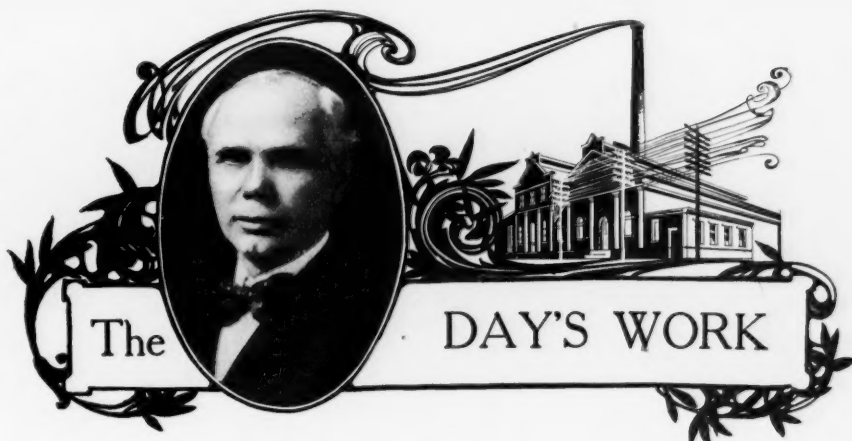
The campaign for business is after all, like the operations of an army. With no strong enemy in sight, we may spread out indefinitely, reconnoitering wide territory; sending raiding parties far from the base of supplies. But when menaced by a strong adversary, the raiders must be re-called; weak spots in the line strengthened; more advantageous positions secured; artillery and ammunition brought up to give weight to the present formation.

The order for retrenchment is in reality not a hardship, but an opportunity. The shrewd manager will not bewail his fate, but will seek to turn the adverse circumstances to advantage. Small customers, small devices, which he had neither time nor inclination to bother with before, will now be found worth cultivating. He will seek to build up the business of his present customers; to improve his load factor; to re-arrange installations so that while giving the same gross income they will net a higher percentage of profit.

Plainly, the order to retrench is a return to sanity and conservatism. It would not—should not be permitted to affect the commercial man, because upon him devolves the labor of re-arranging the load to better advantage and of securing additional business along present lines.

It will not—should not affect the central stations' advertising, because now, more than ever before, is it necessary to concentrate upon this hard-to-get, long-hour customer, to fill in the valleys of the load curve, to show the maximum profit on present investment.

Retrenchment—wise retrenchment—means the concentration of all possible energy to make profitable the present investment, that is all.



Informal Talks on the Big "Little Things" that Daily Perplex the Central Station Managers

BY PAUL LUPKE

ASSISTANT GENERAL SUPERINTENDENT, PUBLIC SERVICE CORPORATION  
TRENTON, NEW JERSEY

#### THE TROUBLESOME KILOWATT HOUR

**H**OW many times have you been asked, "What is a kilowatt-hour?" and how many times have you been able to send your questioner away satisfied? I believe I have been asked more than a thousand times, and sad to say, nine hundred of those I have labored with have gone away shaking their heads.

Only yesterday a judge of a high court wanted some information in regard to his electric light bill and this is how he began: "Now, let us start right. In the first place, what does kilo mean?" I had it on my tongue to tell him to ask his little boy, who I know goes to grammar school, but then one must have respect for the majesty of the law, so I didn't. Again a bright young reporter whom I had been tuning up for a write-up wound up like this: "Just one thing more. Tell me, how much shorter or longer is a kilo-watt-hour than an ordinary, every-day hour?"

So there you are; if men of that class labor under such difficulties, what may we expect from the average consumer of electric current. But let us stop right here one moment. Did anybody ever sell "electric current" or "electricity?" Strictly speaking, I believe nobody ever sold a single penny's worth and no matter how fine a magazine we publish to help us do it, nobody will ever "sell electricity."

The water company sells water at so much per 1,000 gallons and the purchaser gets the water. The gas company sells gas at so much per 1,000 cubic feet and the purchaser gets the gas. We say we sell current, but does the purchaser get the *current*? Not a bit of it! You know very well that you have to bring it all home again and that exactly one half of the copper on your lines is there for that purpose. Then what do we sell? We sell absolutely nothing but *work*. We perform the work; the heating of in-



candescent filaments, of arc light carbons, of wire coils in flat-irons, the moving of the rotating part of motors, the chemical processes by electrical means, and we get paid for the work done, not for chunks of electricity.

When you hire a contractor to do a job on the time-and-material basis he may send one, two or, in fact, any number of bricklayers according to the size of the job and when the bill comes along for the work done, you will find on it an item something like this:

"24 hours bricklayer @ .70...\$16.80."

You know well enough that you are not getting the bricklayer nor any part of him. He comes, does his work, and goes home. And you know furthermore, that the 24 "bricklayer-hours" may be made up by one bricklayer working three eight hour days or by three bricklayers working one eight hour day and as the "bricklayer-hour" is the unit by which you are charged, and one such unit costs 70 cents, your bill in either case is \$16.80.

Now, if you will remember that "kilo" simply means one thousand, would you understand what a "kilo-bricklayer-hour" meant if we used such a term?

You would. Well then, in the contractor's bill the bricklayer is the unit of power for laying brick. In the electric light company's bill, the watt is the unit of power for performing whatever duty you put it to, such as lighting lamps, driving motors, heating irons, etc. We bunch a thousand and call it kilo-watt because that happens to fit in better with our dollar and cents scheme of units for money and other commercial units. When your electric bill reads:

168 kilo-watt-hours @ 10c..\$16.80,

You may know that 168 kilowatts have been working for you one hour, or one kilowatt has been working for you 168 hours or 84 kilo-watts 2 hours and so on, whatever your particular case may be.

Now do you think you could explain to John Jones what a kilo-watt-hour means?

You don't. Well, I am sorry, but I would advise you to read this over again from the beginning and repeat till you do. You know it is a very embarrassing thing to try to explain to somebody else what you don't comprehend yourself.

But, friends, I believe all this trouble has been brought upon us through the lack of a word. When Bridget takes some beefsteak, waters it and seasons it and boils it, she does not call the results stock-water-seasoning for that might be troublesome and lead to misunderstandings. She simply calls it soup.

Why, then, do we tackle common, every day commercial people with a double-hyphenated technical term? Our English cousins decidedly have the best of us there. They prevailed upon their authorities to put an official stamp on the thing and they call it BTU—Board of Trade Unit. Couldn't we do the same thing?

Now we say to a prospective customer. If you burn one 16 candle-power lamp you use "current" at the rate of about one twentieth of a kilo-watt-hour per hour; if instead we could say if you burn one 16 candle-power lamp we are supplying you electrical energy or work at the rate of one twentieth of a U. S. Unit an hour.

Don't you think there would be a deal of comfort in that?

#### WATCH THE GAPS

In the days of comparatively small and individually operated companies the manager was a veritable Pooh Bah. The multiplicity of his duties compelled him to slight one or the other to some extent at some time.

Now-a-days due to the development of combinations, instances are not wanting where the pendulum seems to have swung too far the other way.

We have departments for this that and the other thing, each one presided over by a highly trained specialist in his line. This is altogether as it should be, but, it brings with it the danger that, in his eagerness to secure full recognition of his own efficient work, the head of each particular department may lose sight of the welfare of the company as a whole.

The auditing department urges small purchases to keep the store-room account at the lowest possible working basis, while the purchasing department urges carload lots to get an extra 5% and save on the freight.

The commercial department keeps its solicitors on the run while the operating department loses sleep worrying about the peak.

The advertising department scatters its fulminations broad cast while the distributing department is at its

wit's end trying to keep up with the extensions.

We have officials galore already, whose title is adorned with the prefix "general," nevertheless there seems to be one missing yet. I believe there is the broadest kind of a field for a "General-Harmonizer" a man equipped with the highest grade of diplomatic development in his make-up, a man who can use at will, and as occasion requires, the softest kind of kid-glove diplomacy or the bluntest shirt sleeve variety.

Without him the situation of the man on the firing line, who has an exacting and relentless public before him and a row of "autocrats of the swivel chair" behind him, is at times distressing.

A lack of harmony and smooth team work of the various departments will slowly develop in even the best man of those who carry the guns, a discouraging "what's-the-use" feeling, he will drift imperceptibly into choosing the easiest way and, to quote eminent authority, try to "escape by his nimbleness and apologies as many knocks as he can."

And once that feeling begins to permeate an organization there is a cancer gnawing at its vitals that will in time destroy it though as yet it may show a most robust health.

To guard against this condition is the gravest duty of those highest up.

"Don't let your advertisements "spray." In other words, don't talk about too many things at once. One idea at a time is about all the average person can soak up. It's better to impress a single idea and make that one idea sink in than it is to try to cover a dozen subjects.—*Merchants Record and Show Window.*

## ART IN CATCH LINES

Advertising men will do well to take a tip from the headline writers of the daily newspapers. The headline writer is an advertising genius. To attain success he must have an unerring instinct in "playing up" the point in his "story" which is of broadest and most appealing human interest, and in being sure that the thing he plays up is the right point.

A close study of the headlines in any metropolitan daily will reveal the fact that the aim of the headline writer in putting a head on a story is much the same as that of the advertising man in picking a catch line for an ad. Both constantly strive to use words and phrases that not only will attract attention—that will instantly appeal to the understanding of the reading public—but that will also reveal with the utmost fidelity the point of the advertisement or the news story that is to follow.

An earlier school of advertisement writers, which still has many disciples, seems to be convinced that any old phrase will do for a catch line so long as it momentarily arrests public attention. "BEAR IN MIND that our

breakfast food is the best breakfast food on earth," with the picture of a large bear to reinforce the play upon words, is a characteristic example of this class. "KEEP IN TOUCH WITH OUR LAMPS," with a picture of a hand resting on one of the lamps in question is used to establish the cleverness of the ad, not to illuminate one of the merits of the lamp, and so on. The magazines and technical papers are full of such copy. Ads bottom side up, striking illustrations that have no relation to the thing advertised, and a blight of writers who originate clever catch lines which, while really bright, have no relation to the merits of the goods in question are samples, old and new, of the methods through which advertisers throw away money.

The bright phrase in the newspaper head wouldn't be bright if it didn't hit off the essential point of the story. And the bright, clever advertising catch line is neither bright nor clever if it doesn't absolutely epitomize the subject matter of the advertisement—if it doesn't "play up" the essential point that the advertiser advertises.



*Clever Catch Lines that Appeared in one Day's Issue of Metropolitan Papers.*



## A DEMONSTRATION A LA CART.

The Suburban Electric Light & Power Company of Webster Groves, Mo., Adopts  
Unique Method to Bring Advantages of Electric Heating Appliances

Before its Customers

By F. D. BEARDSLEE. MANAGER

**T**HERE is a good deal of truth in the saying that "Necessity is the mother of invention."

Our "demonstration wagon" has appealed to some people as a unique and clever scheme, and yet it did not seem so to us because it was the perfectly natural outgrowth of conditions and necessity. But let me begin at the beginning.

On the 30th of May, we began an active canvass to sell electric flat-irons by employing a young lady to call at each consumer's house to demonstrate and take orders. We adopted the thirty days free trial plan, offering a six pound iron with switch attachment at \$7.50 and giving the customer the option of paying in cash or by installments. The trial order form set forth all conditions of the offer plainly. These conditions were, in brief; a six pound iron to be delivered on thirty day's free trial; in case of acceptance, customer to pay \$7.50—\$3.50, ten days after expiration of trial period, and \$2.00 per month on or before the 10th of each month following, until the amount was fully paid; in event of burn-out of heating element, same to be renewed without charge by the company, provided the iron is used exclusively on the company's lines; company to call for the iron upon

notice that it is not accepted after the thirty days' trial.

The canvass met with immediate and continued success. In the first two months (52 working days) exactly 150 irons were placed and accepted, the number of returned irons being only about 25 percent. That is at the rate of three irons per day, which we believe to be a very good showing indeed, especially in view of the scattered territory we serve and the amount of time necessarily lost by the demonstrator in making her canvass.

It was this very item of lost time which led to the thought of a traveling demonstration to which some sort of a social touch might be given. Our young lady found it practically impossible to do any business in the afternoon hours as those upon whom she called were either not prepared to see anyone at that time, or were engaged in neighborhood visits. It seemed as though, instead of allowing this condition to check our work, it should somehow be turned to advantage. We remembered our copy-book maxim about using difficulties as stepping-stones to success and began to figure the situation out. The "demonstration wagon" was the result.



*Preparing the Demonstration Wagon for Reception of Guests.*

The best description I can give of this wagon is contained in the photographs herewith. It is nothing more nor less than a stake wagon equipped at a very slight expense with the apparatus we wish to show. A complete line of cooking and heating appliances is installed, wired and ready for service, and sufficient material is carried for practical demonstration of each appliance. Each afternoon at three o'clock the wagon is driven to a different point on our lines, and located in a shady spot within easy access of neighborhood gatherings, and connected up with temporary service wires.

The day before the wagon is to arrive, invitations similar to the one here reproduced are distributed to both consumers and non-consumers in the vicinity and the solicitor who does this work adds a personal appeal

whenever possible. We find that about 20 percent. of these invitations are accepted by the ladies calling at the wagon. The demonstrator, being of pleasing personality and very

## TO THE PUBLIC

We cordially invite the ladies of this neighborhood, to visit our **Electric Cooking & Heating Demonstration Wagon**, which will be located at \_\_\_\_\_

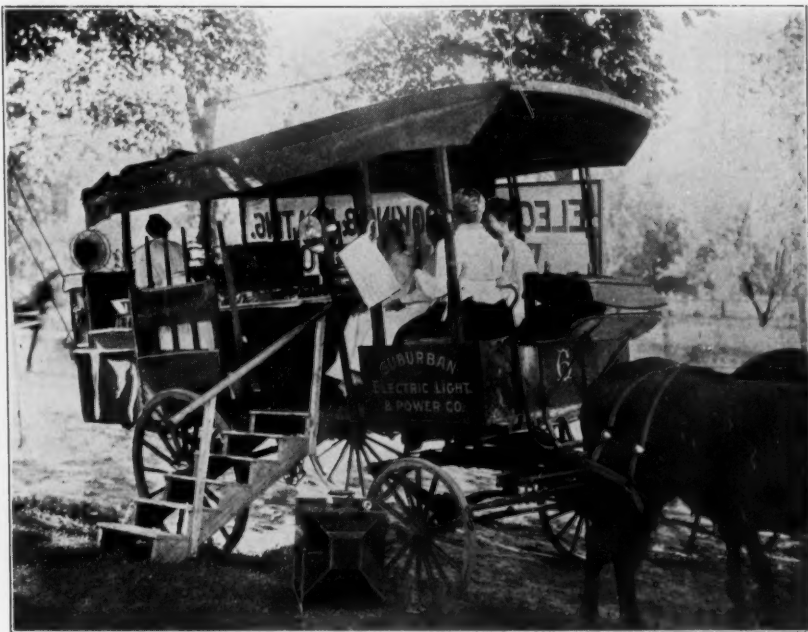
From \_\_\_\_\_ To \_\_\_\_\_

**SUBURBAN ELECTRIC LIGHT & POWER CO.**

WEBSTER GROVES, MO.

*Form of Invitation Distributed by Solicitors.*

tactful, soon puts her guests at ease and endeavors to make the affair rather an entertainment than a device to sell appliances. She serves her visitors with cake (baked in 40 minutes), biscuit (baked in ten minutes) and coffee drawn from an electric percolator. We have found



*The Ladies Seem to Enjoy Visiting the Wagon.*

that the ladies enjoy meeting their friends at the "demonstration wagon" and that the neighborly touch given the affair detracts nothing from its practical results. Our visitors, after a little social time at the wagon, go home and *think* about what they have seen, which is exactly what we want.

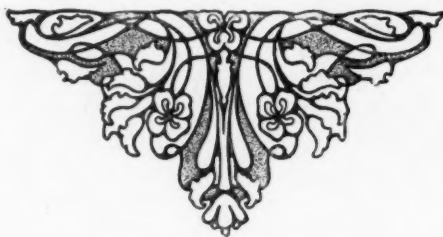
But there is more in the "demonstration wagon" than mere sociability. A good many buy appliances then and there, while the enthusiasm of the moment is upon them. In addition, the demonstrator extends her circle of acquaintances rapidly and such acquaintanceship gives her the best opportunity possible for the future calls and the sale of flat-irons or other appliances in the home of the customer. In addition, she secures many names of prospective users of electricity for both light and heating service and

these are immediately followed up by our regular solicitors with good results. While the wagon idea may not work out to advantage in thickly settled districts, it has proven a good business getter for this suburban territory and the expense is very small.

Altogether, we are well pleased with our campaign on heating appliances. As I have said, we are selling, on the average, three irons per day. Only 25 percent. of those taken on trial are returned. Basing our estimate upon the work already done and bearing in mind the territory covered, we believe that before the season ends we will place irons in the premises of at least  $33 \frac{1}{3}$  percent of our total customers, for there is no reason why the above record of three irons per day should not be kept up

for the balance of the season. Each iron placed means additional revenue of from \$1.00 to \$2.50 per month as shown by increase in monthly bills. At a fair average, this gives us on our

first two month's work, additional gross income of something better than \$2,500 per year from present customers. This is certainly a good return for our work.



#### WHERE IGNORANCE IS LOSS.

THE Central station fraternity is to-day passing through an era of advertising hysteria comparable to that which swept across the field of trade twenty years ago. Everybody is urging everybody else to advertise, while nobody seems to know even what the word advertise means. Let us consult a dictionary:

**ADVERTISE:** *to notify, to inform, to give intelligence to.*

The amateur advertiser, the man who finds himself being wheedled into the purchase of pretty picture cards, novelties, space in programs should examine the proposition with that definition in mind. Will this so-called advertisement which he is about to buy, notify, inform, give intelligence to prospective customers? Will the public heed this notice, assimilate this information, accept as truth this intelligence which is about to be published? Could not a better, if more expensive, method of publication be secured or devised; or a cheaper and equally efficient means?

The man who examines into the meaning of the word, wholly and dispassionately, cannot go far wrong in advertising. He who sails in blindly, on the erroneous assumption that all advertising is a gamble, is like to pay dearly for experience, and the knowledge which experience brings.

# STEALING ELECTRICITY

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The Experience of One Company in Detecting and Punishing Thefts of Current—A

Talk with Mr. L. D. H. Gilmour, Assistant Counsel of the

Public Service Corporation of

New Jersey

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BY G. W. HARRIS

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EVERY central station manager knows, though, fortunately for him, the great bulk of the general public does not know, that even such an intangible thing as electricity can be stolen, and not a few electric lighting companies, especially the larger companies serving extensive territories and the conglomerate population of the big modern American city, have suffered and are now suffering considerable losses of both "juice" and revenue through thefts of current. Such thefts are often extremely difficult to detect, for the skillful wire-tapper or meter-jumper is fertile in tricks that hide his tracks. The company's manager may know absolutely and for months together that a certain customer is using a great deal more current than he is paying for, and yet be baffled completely in his search for the leak.

But this is not the greatest difficulty; a still greater is to secure the punishment of the thief after the theft has been discovered, and to prevent

further depredations of the same kind. For few if any of the states of the Union have yet enacted statutes providing specifically for the punishment of the theft of electric current, and in few of them is it possible to invoke successfully for such purpose the general criminal laws already on the books. It is hard to convince our average law-maker first that it is possible for anyone to steal electricity, and, secondly, that there is any need for legislation recognizing that possibility as a fact and fixing a penalty for the punishment of, and as a deterrent to, this peculiar kind of knavery. Central station men who have undertaken that job know just how difficult it is to secure such legislation. There appears to be a large field for cultivation in this direction.

But it is possible in some few states to convict and punish by due process of law, thieves who steal electricity. The purpose of this article is to make that fact plain—to narrate briefly the experience of one electric lighting



company which has prosecuted successfully several cases against current thieves and broken up pretty effectually a nefarious practice in a large territory. This may be of some benefit, in a suggestive way, to central station managers in other states. The wise man is he who learns from the experience of others.

Ten years or so ago one of the lighting companies since merged in the Public Service Corporation of New Jersey became aware that it was losing a great deal of current, that in many places many lights were blazing for which it received no revenue. Careful investigation carried on for a few months showed up various meter-cheating devices and that altogether too many people (and some of them people of unsullied reputation in their own communities) were stealing current from the company.

It is probable that some of these people were doing this unwittingly, or at least without any understanding of the enormity of their guilt, for the law department of the corporation soon became convinced that some fly-by-night contractor or conniving agent had been working the territory where the thefts were thickest for the installation, at the small cost of \$5 or so, of a "special meter attachment to diminish the consumption of current." This culprit was never actually caught, though the pursuers were hot on his trail when he took to cover. But several meter-jumpers were found in the possession of customers who, evidently, were perfectly sincere in their protestations of ignorance as to the working thereof. These good people of course permitted

the removal of the consumption diminishing device as soon as its true nature was explained to them. But there were others who met the corporation with the old insolent question: "Well, what are you going to do about it?"

And the company found that it could do nothing. That is, it could do nothing to punish the theft of current under the existing laws.

Thereupon Mr. L. D. H. Gilmour, now assistant counsel of the Public Service Corporation, set to work to draft a bill to remedy this state of affairs. He had his own troubles in trying to explain to the Jersey legislators how it was possible for anyone to steal such a "subtle fluid" as electricity. But he finally succeeded in securing the enactment of a law making it a misdemeanor for any person to tamper with any electrical wire or meter, or to alter the same in any way whatsoever without the consent of the owner thereof. That was in 1897. In the following year the general crimes act of the state was revised and a provision to this effect was incorporated in it. Also this revision made a misdemeanor punishable by a fine of \$1,000 or imprisonment, at the discretion of the court, for a term not to exceed three years.

Under this law New Jersey lighting companies have had little difficulty in securing the conviction and punishment of current thieves. Sometimes it has been hard to get sufficient evidence of the right kind to convict, but whenever a case can be made so strong that the jury cannot sidestep it, conviction and punishment are sure. The Public Service Companies

have prosecuted successfully cases against several offenders, securing heavy fines against half a dozen or so and in one or two cases sentence of imprisonment. The higher courts of the state have upheld the law.

"While it cannot do any good to exploit the fact of the stealing," said Mr. Gilmour, "it does have a salutary effect to exploit the fact that conviction can be secured. The peculiar thing is that in many states it is doubtful whether the theft of electric current is punishable or not. One Brooklyn judge a few years ago gave a funny decision in a case of this kind. The defendant was put on the stand and admitted that he ran a wire from a trolley feeder into his saloon, but set up that this wire was run back to the trolley feeder again—it simply passed through his premises and did not stop there! The judge held that he did not steal anything, and dismissed the case.

"The statute in New Jersey makes tampering with the wires or the meter a misdemeanor. Under this law we have secured several convictions." After narrating how the enactment of this statute was obtained and reading the text of the law, Mr. Gilmour continued;

"The usual method employed by these fellows is to shunt the current around the meter by a jumper wire, the size of that wire regulating the amount going through the meter. Sometimes too large a wire is used so that no current at all passes through the meter, and then the theft is easily and quickly detected. We had a lot of trouble before we secured a law under which we could convict. Various devices were resorted to to

retard the meter. One man put a lot of spiders in his meter; others bored a small hole in the meter and inserted a hat-pin adjusted so as to cause friction on the disc. This sort of trick was easy enough with the old style meters having only a tin or sheet iron cover. It cannot be practiced so easily with the new meters with heavier jackets.

"After the present law was enacted our main trouble at the start was to get sufficient evidence on which to convict. Most juries have little sympathy for a corporation anyway, no matter how hard it is hit, and so it is absolutely necessary to have your evidence so strong that the jury cannot ignore it. Several times it happened that the meter man would find a jumper and take it out. Then the thing would be reported to me for prosecution but all I could do would be to tell our people to forget it. For, the customer would swear that he did not know the thing was there, and his word was just as good as the unsupported word of a meter reader in the company's employ. There was nothing doing.

"I had to impress upon our people the necessity of having plenty of strong corroborative evidence—and preferably witnesses from the police department. When this fact was thoroughly understood suspicious places were reported to me before any steps were taken; then we could arrange to get the proper evidence. A meter-jumper was found in a saloon. Three men were sent to read the meter. About the time they got there I dropped in with two detectives. We all went down into the cellar. About that time the proprietor be-

came suspicious that something was up. There was. We got him, cold,—and we had no difficulty in convicting him.

"The stealing of current was a serious matter in this territory a while ago, but we do not know of anything of the kind being done now—we convicted several people of robbing the company in this way, convicted enough to scare others, and it has been pretty effectually stopped. Most of those we caught were saloon keepers—perhaps because that class of offenders are easily detected, I don't know about that. But we also caught several clothing store proprietors, and one man who kept a furniture store. One of the most interesting cases we had was that of a hotel keeper in Newark. This fellow had a most elaborate outfit arranged for the systematic robbery of the company. He had a nice little switchboard rigged up in connection with his meter-jumper, and a lot of extra installation; and he employed an electrician. When we caught him he tried to crawl out of it by saying that he knew nothing about it, that the whole thing had been rigged up by this electrician without any instructions from him. But that was too easy. Mr. Electrician said he had done the work at the request of the proprietor, and we found two bartenders who were willing to testify to having overheard the proprietor give his instructions to the electrician. Well, Mr. Hotel-keeper speedily came around and agreed to settle at regular prices for all the current he had stolen, in order to forego prosecution.

"Another amusing case was that of a Jew who kept a clothing store. He

had an ingenious meter jumping arrangement that he could put on or take off at will. Once he forgot to take it off at the end of the month—and our meter man found it. It was taken off again, however, before we could get any witnesses there to see it.

"Most of the people we have convicted have been punished with fines, but one flagrant offender was sent to jail for a year. He carried the case on appeal to the Court of Errors, but the judgment of the lower court was affirmed and he had to serve his time.

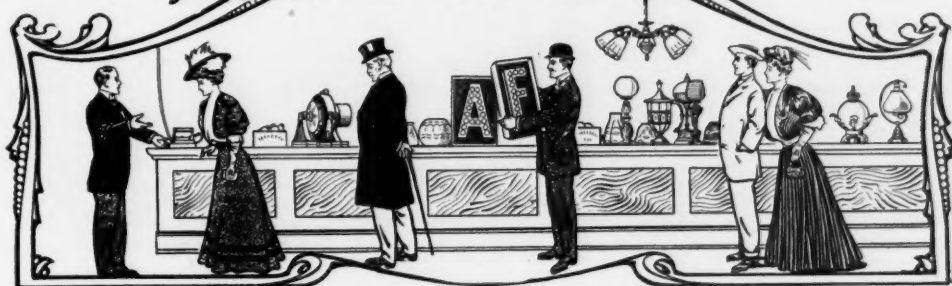
"The cases I have instanced will give some idea of the kind of people who will do this sort of thing. There is a large class of people who think there is no turpitude in stealing from a corporation—in that class you will find those who will try to steal current from an electric lighting company.

"There are two important things that should be kept constantly in mind by every manager of a company of this kind: First, no wire should be connected without a report to the company and a prompt inspection; Second, when a meter is read the meter man should look over the situation carefully and make a thorough examination of anything that looks at all suspicious.

"Losses are not infrequently caused by the mistakes of careless contractors—running a wire on the wrong side of the meter, and so on. We have found many cases of that kind. But by following these rules a manager is able to check losses of that kind as well as to detect pretty promptly theiving propensities on the part of any of his customers."



# The Display Room



## A GOOD ELECTRICAL EXHIBIT AT A PURE FOOD SHOW

How a Profitable Exhibit was Arranged. Careful Planning and Judicious Advertising  
Insure Success of Such Ventures.

**N**OW that the season of food fairs and pure food shows is approaching it is up to the central station commercial manager to consider the advisability of taking advantage of "expositions" of this kind to bring to the attention of the hundreds, and often thousands, of people visiting them the possibilities and advantages of the use of electricity in the home for heating, cooking, washing, ironing, and so on.

The food fair in a wide-awake and bustling city offers an opportunity for the display and explanation of electrical appliances for the kitchen, especially, that any central station manager eager to increase his sales of current for home uses cannot afford to let escape him. How to make such an exhibit both attractive and successful—so successful that the returns from it will more than pay for its cost—is the important question.

It can be done. A notable example of how it can be done was the de-

cidedly successful exhibition and demonstration of electric heating and cooking devices conducted by the Narragansett Electric Lighting Company, of Providence, at the third annual "Pure Food Show and Industrial Exposition" of the Butchers, Grocers and Marketmens Association of Rhode Island.

When it is said that this exhibit was arranged and managed by Mr. E. R. Davenport, Sales Agent of the Narragansett Company (with whose former successes in the tasteful and attractive arrangement of special display rooms the readers of *SELLING ELECTRICITY* have been made conversant through several articles in previous issues) it will be evident that some account of it can hardly fail to be fruitful in suggestions of helpfulness to others contemplating the utilization of a similar opportunity.

As is the case with everything of this kind that Mr. Davenport undertakes, this Providence Food Show ex-

hibit was planned in detail with great care and thoroughness. The exhibition itself, the accompanying demonstrations and the publicity and advertising used were all arranged, far enough ahead so as to be sure there would be no serious hitches at the last moment. This course is a prime requisite for the success of any exhibition of this nature, for unless the projector and manager of it does have a good plan and all the details well in hand in ample time, he cannot be sure of anything, and his show is likely to turn out a discouraging failure.

The Providence Food Show was open two weeks and was visited by more than 80,000 people. A few days before its opening the Narragansett Company sent to some 8,000 customers and prospective customers a neatly printed invitation to attend a demonstration of electric heating and cooking devices to be held in an "Electric Kitchen" at the food show. This invitation announced that the demonstration would be of an educational nature and that the attendant in charge would be glad to give any information concerning the various articles shown from 1:30 to 5:30 afternoons and 7:30 to 10 evenings. With the invitation was sent a "Grocers' Coupon" entitling the holder to admission to the food fair at a reduced price. Goodly space (four columns wide and about ten inches deep) was used in the daily newspapers for a display advertisement of the "Electric Kitchen" and a small card of the same tenor was used in the official catalog and musical program of the fair. The catch phrases of all this advertising were: "Cooking without Fire" and "Heating without Flame."

For its "Electric Kitchen" the company rented a floor space of 175 square feet, at a cost of \$250. In this were arranged a moderate sized

VISIT THE  
**Electric Kitchen**  
 IN THE PROVIDENCE  
**FOOD SHOW**

—AND SEE—  
**Cooking without Fire**  
**Heating without Flame**

It has been equipped with the latest electrical devices, and the demonstration will be educational not only for those whose homes are wired for electricity but for others as well.

**Narragansett Electric  
 Lighting Company**

*The Kind of Ads that Brought Crowds.*

cooking outfit, or "range", with various attachments, a grid, cereal cooker, kettle, sauce pan and so on; a washing machine, and a flatiron on an ironing board—all these connected up and ready for operation. On the low counter forming the partial boundary of the booth were displayed a number of other appliances—coffee percolators, water heaters, chafing dishes, tea kettles, small stoves, and heating pads, and flatirons.

But crowding and bewildering complexity were avoided. The main idea and purpose of the exhibit was to make its meaning plain to the understanding of the average layman—and especially the average housewife. Suspended above the exhibit were neatly lettered signs reading: "Free Exhibition of Electric Kitchen. Walk in." And one of the important factors making for the success of the



*Ideal Arrangement of Booth for Food Show.*

undertaking was the fact that there was plenty of room for people to "walk in" and walk around and examine the working of the appliances demonstrated. They could see at close range just how the electric flat-iron, the electric washing machine and the electric cooking utensils were operated.

Another important thing was the illumination, which was kept extremely simple. There was plenty of light for the proper display of the articles shown and to enable the visitors to see perfectly the demonstrations, but there was no lavish display of lighting fixtures, lamps or fancy shades and globes, to distract their attention and take their minds from the electric cooking and heating appliances which constituted the real exhibit.

The arrangement of the display was characterized throughout by

simplicity and good taste, and those were the first elements of its success.

In connection with his display advertising in the daily newspapers Mr. Davenport secured some first-class free publicity in the shape of interesting write-ups of his exhibit in the news columns, especially of the Sunday papers. This was perfectly legitimate news of the big food fair which was interesting all Providence and the papers were glad to print it. A good example of what was accomplished in this line is the following article which was printed in the Providence *Sunday Tribune* under a three column half-tone of the booth containing the "Electric Kitchen" and with the heading: "Signs of the Electric Age":

The day of electricity as a fuel is evidently at hand, for the array of household electric appliances in the Narragansett Electric Lighting Company's exhibit is devoted almost entirely to this new and attractive feature—the utilization of electricity to supply the readiest and cleanest means for cookery that could be imagined.

As you enter the hall by the door at the stage end, this novel demonstration is located im-

mediately at your left as you turn to reach the rear of the hall. The electric cooking range occupies the centre of the booth, the laundry machines its right end, and to the left are the electric chafing dishes and water heaters.

The equipment of the range is most interesting. Its top bears four little stoves, or circular steel covers that stand on legs some four inches high. These covers contain the high resistance coils which heat the steel plate. The kettles and sauce pans have a flanged bottom which fits them closely to these little stoves.

The oven, which is directly underneath, derives its heat from the coils which surround it, back of its steel lining, and it can be regulated to register three different grades of heat. It should be an ideal oven if steadiness is the consideration, since there is no fluctuation in the temperature possible.

The electric chafing dish, a beauty in white enamel and nickel plate, and the hot water heater, which can bring two quarts of cold water to the boiling point in two minutes, are both built on the principle of the stoves on the large range; that is, with the steel heating plate, whose coils are connected with the regular current, brought into homes for purposes of illumination.

The washing machine, which keeps up a ceaseless crooning of its own in the corner, is a unique contrivance, in which a large tub, pivoted to a low standard, moves back and forward in a half-circle,

while its paddles revolve in an opposite direction. The machinery which governs its action is very simple, and is geared on a little dynamo.

This newest of the electric helps to housekeeping is viewed with great interest.

The number of cents per hour that these inventions cost in the use of the electric current is attached to each article, from the curling irons and flat-irons to the range, so that the admirer of these models for the ease of their use, and their obvious advantages, will be much surprised at the moderate cost of their maintenance.

The results obtained from this ideal temporary exhibit were altogether so satisfactory that the Narragansett Electric Lighting Company will never be willing to neglect the opportunity provided by a Providence food show for the display of some kind of devices for the use of electricity in the household.

### GET WISE.

*By Willie Whistle?, Office Boy.*

Of all punk guff inspired by gall,  
 De limit is this: "I know it all."  
 De yap what springs it always is  
 A dead one in his line o' biz.  
 His nut is swelled; his brain is shrunk;  
 His trolley's broke; his talk is bunk;  
 He may be boss, but you c'n bet  
 He'll finish in de junk-heap yet.  
 An' that's no dream. Take it from me,  
 He's got his number—23.  
 The way they plays th' game to-day  
 It's Mr. Wiseguy draws the pay.  
 No swell heads goes. Th' guys what rise  
 Is them as hustles to get wise.

# MECHANICAL DETAILS OF ADVERTISING

## PART II—PAPER

**N**O detail of advertising work is more important than the choice of the right paper for booklet, circular or folder. No matter how well written, well designed or well printed the advertisement may be, if the paper is not in keeping with the job as a whole, all the other work is practically lost.

One of the popular and malicious fallacies of the printing business is one can profitably economize on paper. Nothing is farther from the truth. Good paper is so cheap and cheap paper so shoddy that the few cents or few dollars of possible saving on a particular piece of matter are not to be considered if we have any regard at all for final results. And right here it is well to point out that the object in all advertising is RESULTS.

Anything which might tend to lessen by the smallest fraction, the returns from any piece of advertising, is to be avoided at almost any reasonable cost. Poor paper will spoil a good piece of advertising; good paper will render presentable a poor one and insure it a certain amount of attention.

Nobody knows how many kinds and sizes and makes of paper there are. Every season novelties are offered. While certain sorts and sizes of paper are standard and not subject to much change, the efforts of the paper mills are constantly toward something new, striking and "different." The standard papers are "print," "book" and wrapping papers; the novelties are cover papers, tinted book papers, colored cardboard and writing papers.



*Samples of Cover Papers Showing Interesting Examples of Printing and Designing.*



The unit of measuring paper is by the ream. In our school days we learned that "24 sheets make one quire; 20 quires make one ream." But the 480-sheet ream is no longer standard in this country, 500 sheets being the present day "count." In England, the old short count still obtains, but as very little paper except the very expensive hand-made comes from there, the average advertiser need not bother with the British standard. In quoting paper, your printer or paper dealer will use some such jargon as this, "Here is a sample of S. and S. C., 25—38, 60." Translated, this means that the paper is what is known as S. and S. C. (sized and super-calendered), 25 inches wide by 38 inches long, and weighs 60 pounds to the ream. The kind of paper, size and weight may vary, but always the man who knows paper uses this formula.

As has been said, the standard papers are "print" and "book." Print paper is the cheapest and shoddiest paper made, being what is generally known as newspaper stock. It is made principally from wood pulp, costs but two or three cents a pound and is used only for such momentary printed records as newspapers, handbills and the poorest sorts of broadsides. Tinted print paper is also made for handbill and cheap poster printing and this costs perhaps a cent more a pound at retail than the white. Print paper comes regularly in four sizes, 24x36, 25x38, 28x42 and 32x44 inches, the weight varying with the size, but several weights being available in each size.

Book paper is the class given to all papers better than print which are not specifically cover papers, writings

or wrappings. The cheap grades are only a thin shade better than print, being made of wood pulp but more cleanly and carefully. As the grade (and price) increase there is an increasing proportion of rags used in its composition, the best grades of book being made of new white cotton rags. Linen rags are employed in the finest grades of writing papers or "ledgers" where toughness and erasing qualities are essential.

The cheapest grade of book paper is M. F. (machine finish). This is practically news stock run through a finishing machine to give it surface. It is not pure white, but a grayish tint like newspaper print and is used only for the cheapest and shoddiest booklet work. Next in quality will be found S. and C. (sized and calendered). The sizing is accomplished by mixing with the pulp a quantity of resinous substance; calendering meaning ironing. As the sized paper issues from the rolls it is passed between hot rollers which gives it a glossy finish. Paper known as S. and S. C. is sized and super-calendered, the calendering process being doubled to increase the gloss. Such paper may be used to print half-tone cuts upon, the printing results being better in proportion as the quality of the surface is better and smoother.

Enameled or coated paper follows S. and S. C. in the grading of half-tone stock, better base being used and the surfacing being done with more care. In this paper, the stock as it issues from the rolls is given a coating with white clay and glue and then run through hot rolls to perfect the finish and gloss. This paper is designed to be used for printing half-tone cuts

and the best of the high-finish fall into this classification.

Antique finish describes papers in which the calendering process is omitted. There are two classes of antique papers, wove and laid. The wove paper is in all respects similar to coated paper, except for the finish, which in the antique is rough. The laid paper is characterized by strong water-markings running the length of the paper and about three-quarters of an inch apart, with transverse water-marks very close together. This finish is copied after certain of the old hand-made papers, the water-marks being made by a "dandy" in imitation of the "screen" marks which were inseparable from those papers.

The usual sizes of book papers are 25x38, 28x42, and 32x44 inches. There are, of course, many other sizes available, but as different mills offer special sizes, it is impracticable to endeavor to list these here. It is well to remind the advertiser, however, of this point so that he may select his paper and get "Dummies" of his booklet, folder or circular in advance of ordering cuts or writing copy. It is often embarrassing, after a booklet has been planned and written, and the cuts made, to discover that paper of the sort and size desired is not obtainable.

Cover paper comes in every conceivable size, shape, color, tint, tex-

ture and finish. In this interesting branch of paper making, the ingenuity of the mill designer seems to be the only limit to novelty. Imitations of cloth, leather, wood and marble are frequent. Some covers are only book papers with a little dye added; some are light cardboard; most, however, are designed specifically as covers, being heavy, tough and so colored as to give solidity to the booklet or pamphlet they enclose. The sizes of cover papers differ from book paper sizes, the usual dimension being 20x25 or 22x28 inches.

It is well for the advertising man to have on file a number of paper sample books with prices quoted. Frequently, in laying out the rough plans of a booklet or other printed announcement, it will be found that paper is not obtainable to secure the results sought. Again, unless one keeps the sizes in which paper can be secured well in mind, one is apt to specify to the printer a size which makes the paper "cut to waste," thus increasing the cost of the finished work unnecessarily.

In selecting paper stock, two general rules should guide the man who wants his advertising to give results: (1) avoid cheap paper, (2) avoid garish novelties which will detract attention from the subject matter of the advertisement to the peculiarities of the paper.

"It is absolutely necessary for an advertising man to be a good business man. A man who has to advise other business men should certainly be well grounded in business principles himself," says E. E. Calkins in *Profitable Advertising*.

And yet how many men entering the advertising field employ a youth out of high school or promote a clerk from the book-keeping department to the position of "advertising manager."

# THE QUESTION OF RATINGS

BY WILLIAM H. STUART

PUBLIC SERVICE CORPORATION OF N. J., JERSEY CITY, N. J.

**T**HIS question of ratings is not one of establishing a rate for a community but of satisfying each consumer by charging him a rate proportionate to his consumption. There is a very distinct line between the two,—one a great unsolved problem and the other a matter settled in the majority of cases by good salesmanship.

Central station managers find that in order to get business and to hold it, ~~it is often necessary to make reductions.~~ This of course, applies to those whose consumption warrants some reduction from the regular schedule. To what extent a practice of making lower rates or giving discounts should be carried depends wholly upon local conditions. In many cases the consumer's demands are such that it is impossible out of fairness to other consumers or for financial reasons, to accede to them.

The large consumer looks at the matter in the light of his other purchases. He buys so much merchandise for which he pays a stated price: let him purchase more and he gets a discount. In his mind electric current should be bought in the same way.

It is difficult to say just what to do.

Every case differs from every other in equipment, position on the lines, burning hours and nature of service.

On certain classes of business a profit is made: on others loss is sustained. The ideal is the 24-hour consumer, and he whose consumption per connected lamp nearest approaches this ideal is the one who should be given the benefit of any reduction. It matters not whether the equipment is 50 16cp. or 2,000 16cp., so long as the lamps are used.

A case in point was that of a church institution with no kw. guarantee and an equipment of 800 16cp. and 10hp. in motors. The average monthly consumption was 612 kwh., the consumption per connected lamp per month being 68 kwh. The church will add another building containing about the same equipment, expecting to use the current on the same burning basis and they want a flat rate of about half the old rate. They claim they can put in a plant, generating 10kw. at a cost of 2-¼ cents and the lighting company has the audacity to ask them several times that amount. Not much for them. The one disadvantage in allowing them to go ahead and install their plant, is the newspaper prominence the matter would get. But the company will not give in, for, when the case is analyzed, it will be readily seen that it was poor business at best, the load of 1,700 lamps only bringing in a return of eight cents per lamp per month.



On the other hand there is in the same city a department store having a connected load of 5,136 16cp. with an average monthly consumption of 12,457.5 kwh., or 2.3 kwh. per lamp per month, year in and year out. The equipment, containing many new, striking and novel devices which were a good advertisement for the electric light, and the consumption got this consumer a very low rate on which the central station made money.

A central station manager desirous of increasing earnings should watch for opportunities to make propositions in which a lower rate is offered good customers on certain service and for increased consumption. By a rearrangement of the load, lower rates often can be given profitably. In many cases equipment can be used to better advantage to the customer and at the same time be placed so it would come before or after the peak

—placed where it will do some good to both parties. This point is well illustrated by the following common instances.

A furniture store is generally wired for both chandeliers and trough reflectors in the show windows; in the store proper and in the upper stories, clusters or arc lamps. Through the week all the lights would be turned off at about 6 P. M. with the exception of one over the safe. The inside equipment is only used occasionally during the day when some goods are displayed. Saturday night, from dark until 10 or 11 o'clock is the only time the light is really used to any extent. The outside arc lamps were only used at that time.

Here is a connected load which is on the peak and lying idle all the rest of the time. So much of the central station put away on ice. It costs the company money. The best thing to

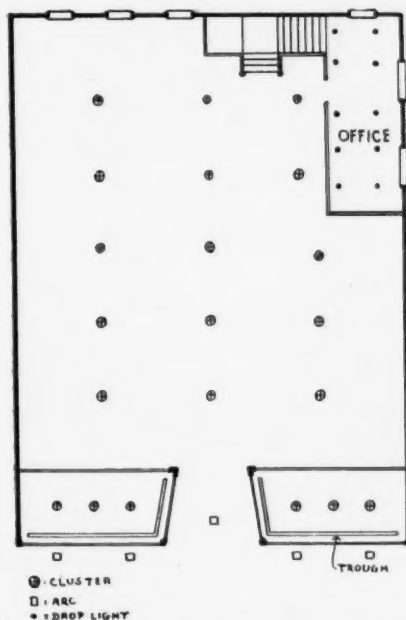


Fig. 1.—Expensive and Unsatisfactory Furniture Store Installation.

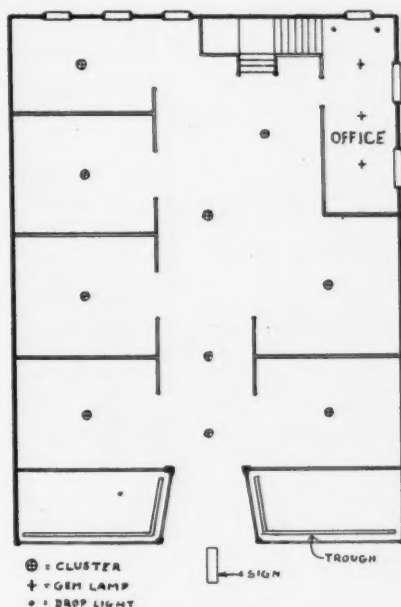


Fig. 2—The Same Store Re-arranged Satisfactory to Everybody.

do,—best for the consumer and best for the company,—would be to change the equipment so that it could be used more and I would suggest the following plan.

Cut off entirely the outside equipment of arc lamps and the chandeliers in the show windows, which should save about 100 16 cp. equivalent. In their places an upright sign with flasher could be erected. It would be advisable that a permanently lighted top should be used on such a sign so as to have some idea before the public all the time and not have the sign in darkness while the flasher was changing over.

Passing next to the show windows we have removed all visible lighting apparatus and have now left the running trough reflectors. These should be wired in two circuits so that one half of the equipment can be used for late burning.

Now as to the store proper, instead of having a row of say four or five clusters or arcs it would be better to have a space allotted into rooms—one for the ordinary kitchen arrange-



*One of the New Rooms Fitted up as a Dining Room.*

ment, a parlor scene, a bed room, a dining room, library, stair case and so through the remainder of the house furnishing sets. These could be permanently arranged and an artistic and suitable fixture placed in the center of each, where it would illuminate the arrangement as it would be lighted in a home. Clusters with frosted globes would do. Using the same floor space figure No. 2 will show the equipment re-arranged to suit the new conditions.

On the upper floors, single drop lights with proper reflectors could be used to just as good advantage as clusters, for the upper floors are used more or less as storage, and are only lighted occasionally. We have now reduced some the entire equipment and placed the rest where it can be used.

Now the proposition to the consumer is that if a certain quantity of current is used, a guaranteed number of hours, a lower rate could be given. From the company's standpoint, money can be made by it.



*Window Trimmed to Represent Bedroom.*

ADVICE TO  
SOLICITORS

**Talk Dollars and Sense**

## Is Your Own Home Wired for Electric Light?



If you own the house you live in—located on any of our distributing lines—we will wire it complete—including fixtures which you may select—at cost, as nearly as we can estimate it. Such cost to be paid back by you in 24 months—a little each month when you pay your electric light bill. No interest charged.

### **This Inexpensive Plan— with Deferred Payments**

which has been worked out for the benefit of our patrons spreads the cost of wiring your house over a period of two years—making the burden very light. Let us send our engineer to your home to discuss this matter and submit fixture designs. At present cost of electricity you can not well afford to be without it for lighting.

*Taken from a Metropolitan Journal. Names and Location are Omitted for Obvious Reasons*

## IS THIS PRACTICAL?

The Advisability of Wiring Houses at Cost and Carrying the Account Questioned.

Discussion Invited.

BY FRANK E. FOSTER

MANAGER PETERSEN HEAT, LIGHT & WATER CO., IOWA FALLS, IOWA

**D**OES the above ad look good to you? If it does, tell the editor of SELLING ELECTRICITY why. If it don't, tell him, anyhow. The writer believes that there are a number of managers of the smaller plants whose experience might shed light on the question.

This ad is put out by a big company with lots of money. The question is, can the smaller company do likewise. Is it good judgment to tie

up a lot of the coin of the realm in wiring and fixtures for the other fellow for the sake of selling juice?

Here is a proposition that enables the consumer, who hesitates about putting money into wiring and fixtures, to get what he has long wanted, and distribute the cost over such a period as will make the investment not burdensome. It certainly is a "fat take" for the would-be consumer of the product you want to sell. It's a cinch there will be plenty of property

owners who will snap up just such an offer as this.

But that isn't the question. You are on the other side of the fence. You are the fellow who is putting up the money,—loaning it, in fact, without interest—for the sake of selling more juice. It means a steady addition to the income of your plant, but is it worth the candle?

The offer as outlined in this ad looks good to the writer but like many others, he is up against the proposition of financing it. The average owner or manager of a small and growing electric light plant finds that all his surplus cash needs to go into a depreciation account to take care of a rainy day that inevitably comes in the electric light business. Is he warranted in tying up a wad of money in another man's house and letting the property owner pay it back on the installment plan?

This ad is a business getter and no mistake. It will result in a big increase in revenue. But it is going to cost considerable to get it. Like the insurance business, however, they figure so much on getting the business,

and depend on later returns to take care of the profits. It is probably a business principle that is just as good in the "juice" business as in the life insurance world, but—.

You will note that the only source of profit to the company must come from the sale of electric current. In the case of many residences this income is very small, and the profit frequently a deficit. On the other hand, it is not the single account that helps out the bank balance but the volume of business. If this offer admitted of a profit on the material and labor put into the house, the answer would be easy, but since both must be furnished at practically cost, the writer prefers to put it up to the other fellow for an answer.

What is your opinion? If you are posted on this business, you have one. If you are not, this will not interest you. Let's get into the game and see whether a rule that works with the big company is equally as applicable to the little fellow in the town or village where the business is naturally limited.

It's up to you. Get busy.

(We shall be pleased to print replies to Mr. Foster's article. While it would seem that the question he raises must inevitably hinge upon local conditions, there are principles involved which an open discussion would serve to crystalize. Is not the "free" scheme being somewhat overdone? Does not the promiscuous offering of wiring, fixtures, motors and appliances "at cost" give the public a wrong idea of the profits of the electric light business?—*Editor.*)



# CANADIAN ELECTRICAL ASSOCIATION CONVENTION AT MONTREAL

By F. A. SAWYER

SPECIAL REPRESENTATIVE, C. W. LEE CO., NEWARK, N. J.

THE Seventeenth Annual Convention of the Canadian Electrical Association opened on Wednesday, September 11th, in the Assembly Hall of the Canadian Society of Civil Engineers, Montreal, for a session of three days.

There were two hundred and twenty-five members in attendance at the Wednesday session when the President, R. G. Black, made his opening address. His remarks were received with enthusiasm, especially when he said that, while electricity as a commodity could be produced for small cost per unit as also could ice and coal, this fact should not be the first consideration of legislators when determining at what price electricity should be sold, because of difficulties encountered in the proper distribution of electricity for all services.

The first paper of the meeting was by Mr. A. B. Lambe on "Electric Heating and Cooking Devices," which was illustrated by passing among the members samples of the different devices during the explanation of their construction and usefulness. At the afternoon session, Mr. M. A. Sammett read a paper on the "Trials of the Operating Man" and brought out many ludicrous situations that took place with the Central station man and were anything but humorous at

the time of their occurrence. A paper on Three Wire Generators was read by Mr. B. T. McCormick. The Question Box was also on this program but owing to the unavoidable delay of Mr. A. A. Dion, Editor, also Manager of the Otta Electric Company it was put over.

The evening was devoted to a visit by the members to the Electrical Exhibition in Drill Hall, special cars being furnished by the Montreal Street Railway Company. This company also issued season passes, furnished by courtesy of the Association to those in attendance.

On Thursday, most interesting papers were read by Mr. Clarence E. Dalafield on "High Tension Insulators" from an engineering and commercial standpoint, and by Mr. A. E. Fleming on "The value of the Nernst Lamp to the central station," and by Mr. J. M. Robertson on "Incandescent Lamps." The Question Box was then taken up. Mr. A. A. Dion, Editor, outlined briefly what he had termed an important announcement as a preface to the question box and called the attention of the members to the great need of improvement in the plan hitherto followed. He cited that the book was not increasing in size or importance, which in itself was an indication that the interest was



not growing. It had occurred to him that the members would be inclined to ask questions and would derive much more benefit from the answers, if these could be obtained within a short time after the questions were asked. He stated that the National Electric Light Association had taken up this subject and adopted a plan which consisted in dividing the questions under different headings and having a committee in charge of each division. Questions received by the Secretary or other person named for this purpose to be immediately sent to the proper Committee, who will call for answers. The answer received to be published in the form of a bulletin issued every month. He suggested another plan for the consideration of the members of the Association, namely: "Let us have a single Question Box Committee selected by the President, or the Executive Committee among the best informed members of this Association, not merely as Engineers, but also as Commercial

men and Managers, as it is justly claimed by one of the contributors that questions of a commercial character, matters of business management, public policy, etc., have been too much neglected in the past." This suggestion was acted upon and referred to the incoming Managing Committee. The afternoon session was devoted to a paper by Mr. John Murphy.

Owing to lack of time, Mr. R. M. Wilson did not prepare his paper on "The Load Factor," so Mr. Van Rensselear Lansing delivered a most interesting illustrated talk by lantern slides on "Illumination."

The Convention was marked by a large and interested attendance of the members, by the great spirit of interest taken in all subjects presented by papers and the discussion following and also by the interest that was aroused at this meeting in the commercial side of the central station industry.

## What They Say About Selling Electricity

After carefully going over the situation of your edition of *SELLING ELECTRICITY* I find that it covers a great many points which heretofore the new business or solicitor has not touched upon, and I consider your publication a very fine work.

RED BANK, N. J. March 26, 1907.  
F. S. GARDNER,  
SHORE ELECTRIC CO.

I have read with interest the first three numbers of *SELLING ELECTRICITY*. I was so favorably impressed with the magazine that I commended it to our solicitors. I find they read it carefully and that they are getting new ideas from it which are valuable aids to their work.

ROANOKE, VA., Apr. 8, 1907.  
J. W. HANCOCK, Gen'l Mgr.  
ROANOKE RY. & ELECTRIC CO.

I am very much pleased to see you maintain the high standard that you set out to maintain for *SELLING ELECTRICITY*. I wish you a continuance of this good success.

ROCKFORD, ILL., Aug. 19, 1907.  
W. B. JOHNSON, Mgr., New Business Dept.  
ROCKFORD EDISON COMPANY.

I would like to take this opportunity of expressing my appreciation of *SELLING ELECTRICITY*. The electrical salesman who cannot get something good out of every issue either has the "big head" or is a "dead one."

CHICAGO, ILL., Sept. 23, 1907.  
GEO. B. JOHNSON, Contract Department,  
COMMONWEALTH EDISON COMPANY.

It's all to the good.

ROCKVILLE, CONN., Sept. 30, 1907.  
W.M. M. LEWIS,  
ROCKVILLE GAS & ELECTRIC CO.



## SALES HINTS FOR SOLICITORS

Some Pithy Paragraphs for the Man on the Firing Line

A MAN likes to be pleased rather than benefitted. He is after what he wants rather than what he needs.

In approaching a prospect have your knowledge well in hand. But don't let it stick out in front. Don't let it prod the ignorance of that prospect. Remember, many a man who knows he is a fool gets mad if he thinks you know it—mad at you.

\* \* \*

Look your prospect over. Examine his needs. Draw out your plans. Figure out just how many lights, how arranged and how reflected, he should have. Then let him think it is exactly what he has wanted all his life.

\* \* \*

Fall into his humor. Let him see you mean business, but don't bore him. Let him do the discovering. If



Charles W. Lamb

he wants to joke, laugh with him—don't let him see it is at him. And when he wants to talk business, talk business. If he, of himself, discovers that you know your trade it will please him—and convince him.

\* \* \*

Get his trust. Be courteous. Be patient,—patiently persistent. The mule is patient, but he draws a good load, works well and

when he kicks some one feels it. Not that a solicitor is a mule. Only that the long eared and mistreated animal has at least this one worthy characteristic. Hence the comparison. Remember you are working not for to-day only, but for all time. But never let him say no. Leave a ragged edge.

\* \* \*

Don't knock. Show your prospect convincingly that your plan is the

better. But let him believe he did it. Don't tell him what you taught some neighbor. Let him think the neighbor was smart enough to work it out—with your help. He will then want to prove his own superiority.

\* \* \*

When you get into deep or troubled waters get some office help. Many a man is persuaded by the simple presence of another person. It flatters his importance.

\* \* \*

The biggest thing on earth is ego—  
Cultivate the other fellow's ego—

tactfully. Don't cringe. Don't crawl. Don't belittle yourself. Stand up straight. Be onto your job. But don't tell your prospect you are. Let him discover it. Be consistent. Don't express a too frank opinion about neighbors. Such things have a way of coming home on blue days. Let your talk be a platform you can always stand on. And always have your contract blanks and fountain pen handy.

\* \* \*

Don't waste wind. Hot air is too cheap. Don't use technicalities. Talk English.

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*Mr. Charles W. Lamb, whose series of articles on Salesmanship begin in this issue, is in charge of the publicity work for the lighting and power departments of the Milwaukee Electric Railway & Light Company. His experience has been wide and varied, fitting him particularly to deal with the subject of central station soliciting.*

*Beginning in that most strenuous and exacting school for salesmen, the life insurance business, Mr. Lamb for four years studied the problem of soliciting not only through his own experience, but through the experience of the corps of solicitors attached to his office. It was a harsh schooling, for in perhaps no other legitimate business must the solicitor, work so hard and plan so well as must the man who sells life insurance. Leaving the insurance field for what he believed to be a broader line of work, Mr. Lamb joined a newspaper staff, rising from the position of reporter, and finally reaching that of commercial editor of the Milwaukee Journal. In this last capacity he had unusual opportunity to study the commercial business getting problems of every industry represented in Milwaukee, and it was due to his broad plans and aggressive policy that this city recently gained control of the trade of the State.*

*For the last two years Mr. Lamb's work has been along general lines of upbuilding the interests of the Milwaukee Electric Railway & Light Company. In this work he has had to co-operate closely with the soliciting force, directing their energies into effective channels and acting as general publicity adviser to the company as a whole.*

*The series of articles we will publish take up the problems of the solicitor in a thorough and common sense way, analyzing situations which confront him, and pointing out more effective means of meeting the prospect on favorable ground.*

# CONCERNING INTRODUCTORY REMARKS

BY EARL E. WHITEHORNE

THEY tell a story of a young salesman who succeeded, after much care and honest pains, in making the sale of his life; that is, he secured an order for himself, terms C. O. D. In other words, he located the One Girl and won her.

The next move, of course, was to get his order past the Credit Man, this time the austere parent. So after due consideration he sallied forth to ask her father's consent. He had his little speech all worked out, but when he reached the old man's door, he felt a bit unsettled and be-thought him that a shine would improve his general appearance. Back again, other doubts assailed him, and he walked around the block for further deliberation. Finally, however, he entered, and right then his well planned introduction forsook him and business habit coming to the fore, he opened up as follows:—

"Sir, I know a way whereby you can save money."

Now I question the value of those introductory remarks. Perhaps if you were negotiating for the daughter of a Shylock, to flash the High Dollar Sign and back it up with a few pass-books properly inscribed by the Receiving Teller, might prove of value by way of an introduction, but as a Rule for Ready Reference, and as a matter of business principle, it is

well to enter in the little red book:—

"Cut out all introductory remarks."

Who wants to listen to an introduction? What is it for, off the lecture platform?

You approach a man with a business proposition. You want to sell him something. You believe he can be sold. Your mission is to find out, and close the deal if you can. But do you think you can interest him for a minute in introductory remarks, which are only one form of boot-licking, striving to please your man with your own personality?

If a salesman comes to me and tries to sell me railroad ties, or knitting needles, or green parrots, and I am in the market, I'll hear him willingly, and if his price is right, he may land my order. If I think I may be a buyer later on, I will give him a hearing, if I have the time to spare, and he may sell me later on.

But every time a man comes in and opens up about the weather, which I know he is not responsible for, or a query as to the state of my busi-



*Not on Speaking Terms.*

ness, which is none of his business, or some supposedly witty quirk which is intended to dissipate all gloom, I feel like the fat Teuton who tried to drive the American horse in the German language.

He had just landed and was a bit confused. He hired a horse and buggy and when he clambered in and picked up the lines, he realized that he and the horse were not on speaking terms. He pushed on the reins a few times, with no effect, grew red in the face and sputtered out:—

"Ach! Gott in Himmel! Gommence! Gommence!

Salt that one down, Mr. Solicitor. When you call on a prospect, Commence! Commence! Let the weather alone—the Government supports a whole department to regulate the weather. Let it alone.

Cut out the preliminary jest. The Theatrical Trust conducts a chain of Vaudeville Houses, available to all, where for fifty cents or even a quarter any man may get his fill of the same sort of near-wit that is dispensed by alleged salesmen.

So cut out the preliminary joke.

The man who walks into your office and says "I represent Honest, Value & Company, I am selling Teddy Bears," or whatever it is, pays you a compliment. He respects the value of your time and you appreciate the fact.

The man who opens up with a nod and a "Well, how's business?" even if he gets the courteous, but undeserved answer, "First-rate, thank you," has not gotten very far towards a sale and is not likely to get much further without a decided change of attitude.

Of course this does not apply to cases where you have called on your man many times and consider him a "business friend." You have done your missionary work there and have demonstrated that you are more than 32 calibre.

But a large percentage of the solicitor's calls are made on prospects; not friends, not customers, but *prospects*, and that is where the double back-action introductory remarks get in their deadly work.

You are not only a solicitor, you are a salesman. You are selling electricity; and you are battling with ignorance, prejudice, "old-time conservatism," and all the rest of the salesman's natural enemies, and the man whose name you want on the dotted lines beside the words *sign here*, very often has considerable



*Comes in Stepping High.*

money invested in some other system of power or illumination.

Be a real salesman, Mr. Solicitor, not the man who goes around the corner, meets the full-grown orders coming down the street, and then carries them into the office, stepping high and arching his neck. You can train a horse or a dog to do that at much less expense to your company. That sort of thing is easy, but to instill into your prospect's mind the de-



sire for your 'plunder,'—to influence him to throw out competing service and obsolete methods—to work out your case not only in dollars and cents, but in safety, convenience and anything else that he happens to fancy—that is salesmanship, and salesmanship requires head-work and tact. And tact is largely made up of instinct mixed with common sense, and

Providential aid—and then a lot more good, honest common-sense.

Be a real salesman and remember that business means busy-ness, and a busy man has no time to listen to introductory trimmings or any other kind of 'extraordinary vocal gymnastics.' He is in business to make money. If you can help him, show him. Be as quick as possible, let him commence!

## TRICKS OF THE TRADE

### KEEP YOUR PENCIL SHARPENED

**A**MONG external accessories one of the most valuable to a wide-awake and hustling solicitor is an ordinary, common, everyday lead pencil. With a mere stub of a pencil and plenty of old envelope backs, or other scrap paper, a nimble agent can prove almost anything by figures, can refute the assertions of his opponents, can confound the wisdom of the near-wise



*Can Prove Anything by Figures.*

and often expeditiously land the doubting customer or prospect. Here is an example of how one man was convinced by a short process of lead-pencil figuring:

The man was a wood turner and manufacturer of interior woodwork for hard wood finishing. He had started with an impression that for

his particular needs the use of gas would be the best and cheapest power. When I called on him he had recently bought his fourth gas engine. He told me what he had paid for each of them. The figures tabulated thus:

No. 1 cost him \$300 in cash  
 No. 2 cost him \$300 in cash and  
     No. 1, valued at \$300.....\$600  
 No. 3 cost him \$200 in cash and  
     No. 2, valued at \$300.....\$800  
 No. 4 cost him \$205 in cash and  
     No. 3, valued at \$200....\$1,005

His plant had been in operation six years, and in that short period he had spent \$1,005 for gas engines. Theoretically he was to have used 10 hp. in engines, but in reality he never received that amount of power; throughout the six years he had an average of only seven hp.

The figures covering the cost of installation and operation of his engines included the following items:

|                                                        |        |
|--------------------------------------------------------|--------|
|                                                        | Total  |
| Gas bills, average \$12 a month for six years...       | \$ 864 |
| Depreciation, average \$13.95 a month for six years... | 1,005  |

|                                                             |        |
|-------------------------------------------------------------|--------|
| Cost of foundation and frame-work .....                     | \$ 25  |
| Shut down for repairs two weeks each year, (loss \$5) ..... | 30     |
| Repairs, at \$5 a year (low estimate) .....                 | 30     |
| Lubricating oil.....                                        | 10     |
| Interest, averaged at 3% a year .....                       | 355.32 |

Grand total....\$2,319.32

This is an average monthly cost of \$32.22. Every item of contingent expense—shut-down, repairs, etc.—was purposely figured low.

Having secured his approval of these figures I offered him a contract in black and white to operate the same machinery at a cost, everything included, of \$20 per month.

"That's only \$12 a month saving," said he.

"It is 33 1/3% saving—a clear cash bankable saving of \$879.32."

He was convinced by the lead-pencil.

—Frederick A. Wegner, Edison Elect. Illu. Co. of Brooklyn.

#### A SOLICITOR'S KIT OF TOOLS

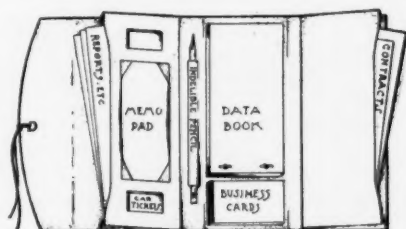
There is a stock joke to the effect that plumbers, as a class, never go on a job with a complete kit of tools; their game being to sit in the cellar and smoke a pipe while the helper hikes back four miles to the shop for the necessary wrench or hammer which they have conveniently forgotten.

This scheme works out very successfully with plumbers, but it is a mighty poor idea for a central station solicitor to adopt. When he gets on the job he needs his complete "kit of tools," and he needs it in such shape

as to be available. He cannot depend upon his prospect to furnish his memoranda paper or pencils. He must not lack contracts or a fountain pen. He cannot safely be without any item of information, but must be ready to answer any request for facts or figures the moment the prospect evidences a desire for same.

It is with the idea of providing his solicitors with a complete outfit that Mr. E. R. Davenport, Sales Agent, Narragansett Electric Lighting Company, of Providence, R. I., designed what he calls his "Solicitors' Kit of Tools."

Perhaps the best description of this outfit will be found by a study of the illustration herewith. The kit consists



A Handy "Kit of Tools."

of a pocket-book 10"x15" in size, which has two folds and a cover flap. Space is provided for every necessary item—application blanks, contract forms, motor leases, postal cards, daily report cards, memorandum pad, data book, street car tickets and pencil—in fact, everything required or desired by the solicitor in making his rounds.

The middle fold of the pocket-book, as will be seen by a glance at the picture, is provided with an incision for attaching a slip-cover data book. This data book contains all information regarding prices, terms, etc., and in addition, all general information on appliances, which can be codified.

In the middle fold, also, at the top of the data book, is a second incision for pads for calling cards, these cards being bound in little booklets with slip cover and perforated so that they can be readily detached. On one side of the middle fold of the "kit" is a pocket, into which may be slipped memorandum sheets for taking notes, for figuring details of an installation or for setting down other memoranda. At either end of the memorandum sheets are small pockets, 1" x 2" in size for holding street car tickets. Behind the pad is a good-sized pocket, in which various contract forms, motor leases, application blanks, etc. are kept. On

the other side of the middle fold is a second pocket, in which the solicitor keeps all material incident to his daily reports. Here he files daily report cards, memoranda and details of contracts, memoranda of future calls, etc.

The entire "kit" is only 5 "x 10" inches in size when folded up, and can be readily slipped into an inside pocket. The solicitor carrying it knows when he calls upon a prospect that he is fully equipped to conclude all details of a contract, and only the most extraordinary circumstances will necessitate his going to the main office for additional information.

—F. B. R., JR.

## THE MONTH IN THE FIELD

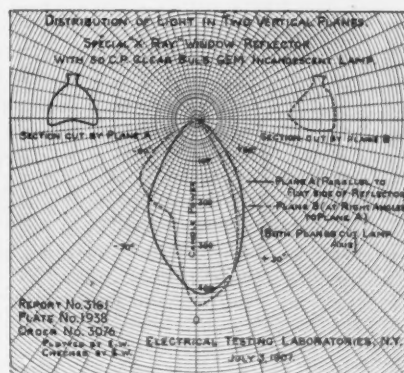
### News Items of Interest to Central Station Business-Getters

#### GOOD LOOKING REFLECTOR

The "Helmet" Reflector, recently brought out by The National X-Ray Reflector Company of 247 E. Jackson Boulevard, Chicago, is designed to meet the requirements of lighting high, shallow windows; that is, windows over 12 feet high where the depth of the window is less than one-half the height of the lamps above the bottom of the window.

It is designed to use a 125 watt Gem lamp; or the new 105 watt Tungsten lamp when these are placed on the market, and is said to produce approximately uniform illumination over the goods as ordinarily placed in show windows. It is practically impossible to improperly install this new reflector. Its efficiency for the illumination of windows, for which it is intended, is remarkably high, as can be seen from photometric curves made by the Electrical Testing Laboratories. For these tests, the reflector was equipped with a 125 watt clear bulb Gem Lamp. The maximum candle power is directed so as

to give high illumination on the goods placed in the bottom and front of the window. As goods are usually placed higher in back of the window, a lower intensity is needed, and these requirements are met by this reflector. A very small amount of light is thrown outside the window on the sidewalk.



Curves of light distribution of Helmet reflectors.

**COMMERCIAL PROGRESS IN INDIANA**

SOME months ago a lighting plant in a small Indiana town, after many trials and tribulations, was forced into the hands of a receiver. Not knowing what to do with the property, the receiver sought the manager of a large central station in the vicinity, and opened negotiations for the sale of the plant. The central station manager was very loath to take up the proposition, but finally agreed to look over the property.

One morning he journeyed to the little town and started on a hunt for the lighting station. After a fruitless search for a half hour, he was directed to a saw mill, and there found a dynamo connected up to the saw mill engine. It seems that the engine manufacturer had taken away the regular engine, and this dynamo and some insecure overhead construction was all that was left of the plant.

At the saw mill the investigator met the erstwhile manager, and inquired about the business. "Oh, the business is getting along finely," remarked the man. "Why, last month it was very good; we took in \$63.00."

Upon further interrogation, the following information was elicited: "The only objection I have to this plant is that the rates are too high. These flat rates ought to be cut out and meters put in. Our people are complaining about charging too much for electric light."

"Why, I have only twelve lights in my house, and last month my bill was ninety cents. Of course, you know, we burn only three of our lights regularly; the others are only burned occasionally."

With the remark that it was no wonder the plant went into the hands of a receiver, the big man hied himself to the door, and took the next trolley car back to his office.

**RED WING LUCK**

As indicating the advantage to the central station, of having the electrical contractors working for it instead of against it, the following remarks of W. R. Putman, Manager, Red Wing Gas Light & Power Co., Red Wing, Minnesota, are illuminating:

"We are so handicapped in taking care of the new business which is thrust upon us that we have very little time to look for more. We have a firm of electrical contractors here who started in about three years ago and who are continually working up new business for us so that the only department to which we pay any attention is the power department. Our out-put for 1906 shows an increase of 37.97% over 1905 and our out-put for the first six months of 1907 shows an increase of 39.56% over the corresponding months of 1906. These figures show the advantage to the Central Station in having electrical contractors working in harmony with them."

**EMPIRE STATE GAS AND ELECTRIC ASSOCIATION**

Most significant of the addresses delivered before the joint meeting of the Empire State Gas and Electric Association, and the Street Railway Association of the State of New York, held in the Concert Hall, Madison Square Garden, Oct. 2, were those discussing the public's attitude toward corporations and the means invoked by legislative bodies for their control.

Addresses were delivered by the Hon. F. W. Stevens, Chairman of the Public Service Commission; Dr. Alexander C. Humphreys, President, Stevens Institute of Technology; E. W. Burdett, Chairman, Public Policy Committee, N. E. L. A.

The gist of Commissioner Stevens' address was that the inefficiency and negligence of certain railroads had compelled the establishment of the commission of which he is chairman, and that while it is the function of this commission to remedy unnecessary evils, if it erred at all, it was on the side of giving the corporations full legal protection.

Dr. Humphreys reviewed the agitation, investigation and legislation against public utilities within the past several years and counseled greater moderation along these lines, pointing out that indiscriminate attacks were injuring innocent investors and undermining public confidence in all utilities corporations.

The discussion of public control from the corporation standpoint by Mr. Burdett



opened with an analysis of past and present conditions and a forecast of the future. He pointed out that such companies had in the past entered the field of politics as a matter of selfprotection. In looking into the future, he voiced as his opinion that the attitude of the corporation should be friendly, and not hostile, to any reasonable measure looking towards public supervision and control; that the settling of questions before State commissions of control involved great principles of law and public policy which should be approached cautiously, and finally, that the true interests of both corporations and the public are substantially the same, and the necessity for injustice to either, in order that justice may be done to the other, does not exist.

"It is not for the interest of the public that the corporations shall be crippled in their activities, nor unreasonably curtailed in their profits; and on the other hand, it is not in the interests of the corporations that the public shall be subjected to exorbitant rates, poor service or contemptuous treatment. I think it cannot be successfully disputed that both in this country and abroad, the public is best served where the corporations are most prosperous and that the corporations are most prosperous where the public is best served." Concluding, Mr. Burdett stated that his belief that the so-called "sliding scale" is the device under which, when a proper relation has once been established between a company and its customers, the profits of one, and the economies of the other, are mutually conserved.

In view of the fact that this discussion was carried forward by what might be considered representatives of the three contending parties in the matter of corporate control (1) the Public Service Commission, (2) a disinterested and intelligent investigator and (3) a representative of the corporations—the uniformity of opinion is most gratifying. Conservative legislators and their appointed representatives have no desire to tear asunder the corporations, but only to institute such reasonable reforms and to curtail such unwarranted profits as shall promote public welfare: the investigator of trained insight realizes the difficulties

under which both corporations and public service commissions labor, and urges moderation: the corporations ask fair treatment, reasonable profits and a neutral attitude from the public.

It would seem as though, if these expressions represent the attitude of the several parties involved, there should be very little difficulty in arriving at a reasonable working agreement, and that confidence on all sides should be immediately restored.

#### THE NEW YORK ELECTRICAL SHOW

There have been in the past Electrical Shows in New York, but their quality can be judged from the fact that the Show which opened September 30th and closed October 9th, was advertised in the official program as "The FIRST Annual Electric Show." It was under the guidance of Messrs. Arthur Williams, W. W. Freeman, Dudley Farrand, and Jas. R. Strong, with Geo. F. Parker, President, Jas. C. Young, Secretary, and W. Neumueller, Treasurer. The standing of these gentlemen is sufficient to insure the success of any such venture from an electrical standpoint, but they have not alone succeeded in organizing an exhibition which will satisfy the electrical men, but have caught the public eye to a degree wholly unexpected, even by the most sanguine. On the second day of the Show Mr. Williams stated that over 100,000 tickets had been sold and that he had refused \$8,000 cash for the box office receipts from Wednesday, the third day of the Show until its close.

It is difficult to pick out any group of exhibits for special notice, as all were well designed and impartially studied by visitors. The Brooklyn exhibit was probably the most unique, consisting of a model apartment, having a complete electrical equipment. The illumination of this apartment was designed by Mr. V. R. Lansingh, of the Holophane Company, the equipment in other respects being planned by Mr. J. F. Becker, Contract Agent of the Brooklyn Edison Company. From laundry to parlor almost every conceivable appliance for household use was installed and connected to circuit for demonstration.

The New York Edison Company occupied space in the center of the hall, at



which a great variety of devices were shown, not alone household devices, but printing press, lathe, show case lighting, signs, one to three ton electric trucks, etc.

The General Electric Company, Westinghouse Company and Roger Williams, representing the Simplex Electric Heating Company, divided the major portion of the interest centered on the manufacturers' booths. Each of these exhibits was very complete, and if one might judge from the size of the crowds surrounding them, they were all of more than usual interest.

As indicating two extremes, we might mention the exhibits of the Electrical Testing Laboratories and National Dairy Supply Company. The former had an exhibit of technical apparatus, no part of which could have been understood by the layman without an explanation, yet throughout each evening of the Show the rails around the booth were draped three deep with an interested and enquiring public. Directly across the hall an equal number stood in open-mouthed amazement while half-a-dozen cows were milked by an automatic cow milker. It is characteristic of the success of the Show that both exhibitors were wholly satisfied.

As an educational exhibit, the First Annual Electric Show was a tremendous success. Not alone did it draw large crowds, but the exhibitors expressed themselves as being more than pleased with the results of their expenditures. The following indicates their satisfaction:—

Arthur Williams, General Inspector, New York Edison Company; "I am very well pleased with the success of the Show. We have sold over 100,000 tickets, and I have to-day refused \$8,000 for the Box Office receipts between now and the close of the Show. That should speak eloquently for me."

Mr. J. F. Becker, Contract Agent, Brooklyn Edison Company; "I do not see how the Show could be any more successful than it is."

Mr. H. E. Brinkerhoff, New York Manager, Federal Sign System Electric; "Everybody seems to be doing a land-office business, and we are getting our share."

Mr. Frank Gale, in charge of Publicity, General Electric Company; "The Show has been a tremendous success. The greatest interest has been created by our exhibit."

Mr. Doane, Chief Engineer, National Electric Lamp Association; "There is no doubt whatever of the success of the New York Electrical Show."

Benjamin Wall, Manager, Metropolitan Engineering Company; "We have already received such benefit from the Show as to make it a big success from our own standpoint, and I believe other exhibitors have had like results."

Mr. J. C. McQuiston, Superintendent, Publishing Department, Westinghouse Companies; "Great Show. Sorry I cannot stay to see it through."

Mr. H. M. Hirschberg, President, Excelsior Arc Lamp Company; "While we have not a very comprehensive exhibit, we have had tremendous success in the matter of direct sales from the first two days, and I anticipate that this will continue."

Those who occupied space were:—

F. Alexander Electrical Company, 75 Fulton St.

Consolidated Telegraph & Electrical Subway Company, 52 Duane Street.

Driver Harris Wire Co., Harrison, N. J.  
Edison Illuminating Company of Brooklyn, Pearl Street.

Electric Testing Laboratories, 80th Street and East End Avenue.

Federal Sign System Electric, Chicago & New York.

General Electric Company, Schenectady, N. Y.

A. Grothwell, Manufacturer, 136 Liberty St., New York City.

G. M. Gest, 253 Broadway, New York City.

India Rubber & Gutta Percha Insulating Company, Offices, 253 Broadway, New York City; Works, Yonkers N. Y.

Advertising Mirrorgraph Company, Hudson & Concord Sts., Brooklyn, N. Y.

Kenney Electric Manufacturing Company, 140 Naussau St., New York City.

Monoton Construction Company, 247 Atlantic Ave., Brooklyn, N. Y.

Marconi Wireless Telegraph Company, 26 William Street, New York City.

National Dairy Supply Company, 32 Park Place, New York City.

National Electric Lamp Association, Cleveland, Ohio.

New York Edison Co.

N. Y. Beck Lamp Company, 30 Greenwich Avenue, New York City.

New York Telephone Company, 15 Dey St.

Thomas Prosser & Son, 15 Gold Street, New York City.

Fried Krupp, 15 Gold St., N. Y. City.

Reinhold Lewitx, 406 East 15th St., N. Y. City.

Safety Car Heating & Lighting Company, 2 Rector St., New York City.

Schimmel's Dairy Exhibit.

Standard Roller Bearing Company, 50th St., & Lancaster Ave. Philadelphia.

Telharmonic Music Company, Broadway & 39th St., New York City.

The Sunbeam Incandescent Lamp Company, 32 West Polk Street, Chicago, Ill., 150 Bank Street, New York City.

The Warren Electric & Specialty Co., Warren, Ohio.

The Metropolitan Engineering Company, 120 West 42nd St., New York City.

The American Wire Brush Company, 25 Broad Street, New York City.

The W. Green Electric Company, 81 Nassau Street, New York City.

Western Union Telegraph Co., City.

Westinghouse Electric & Manufacturing Company.

Nernst Lamp Company

Cooper-Hewitt Lamp Company.

The Westinghouse Machine Company.

#### WILL OPEN NEW DISPLAY ROOMS

The Cleveland Illuminating Co., is about to open one of the most complete and attractive display rooms in the country. Ample space has been secured on the ground floor of the Cuyahoga Building, on the 7th floor of which the company's general offices and engineering department have been located for some time, and this space has been thoroughly refitted for the purpose of display. The new department will open about October 15th.

#### FANS IN WINTER

In an editorial paragraph entitled "September Fan Business," the *Electrical*

*World* points out that the fan season should not be allowed to end with August. The electric fan may be made a great aid in warming cold rooms in winter, either by turning the fan against the radiator surface where steam or hot water is used, or by using the fan to either draw out air from registers or to force it through the intake pipe of a hot air heating system. But this is not all. Fans may be used to dry clothes in winter when the weather precludes their being hung out of doors and necessitates the use of the laundry or cellar for a drying room. By placing a fan at the end of the line a current of air is forced between the clothes, which dries them very rapidly. Similarly, a fan can be used in winter by ladies to dry hair, thus overcoming one of the great annoyances of a shampoo in cold weather. It can be used to dry dishes. The fan can be used to remove frost from shop-windows as well as for many animated window displays. There are a dozen of ways in which the fan can be called into requisition in winter and the clever contract agent will assuredly not overlook them.

*Electrical World, Sept. 7, 1907.*

#### CLOSING CONTRACTS FOR CURRENT

An editorial with the above title contains a number of vague generalities, in which the following is a good example:—

"The agent of the central station whose business it is to get contracts for current, knows by practical experience that contracts are more easily obtained during the rush hours of the station than at other times."—*Central Station, Sept., 1907.*

#### CONVENTION PAPER RESURRECTED

Under a department heading "Current Ideas for Furnishing More light, Heat and Power for Central Stations," we find Mr. Geo. N. Tidd's very excellent paper on "Methods of Securing Power Business," read before the N. E. L. A. last June. This paper was printed in several of the electrical trade papers, as well as being reprinted in *SELLING ELECTRICITY* for June, but it constitutes the only contribution in the September *Central Station* on the subject of business-getting.

—*Central Station, Sept., 1907.*



An illustrated magazine of business-getting for Electric light central stations and electrical men generally, devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by  
**THE C. W. LEE COMPANY,**  
 54-56 Clinton St. Newark, N. J.  
 FRANK B. RAE, JR., *Editor.*  
 BRAD STEPHENS, *Advertising Manager.*

Subscription price, One Dollar per year.  
 Single Copies, Ten Cents.

#### NOTICE.

Advertisements, Changes in Advertisements, and Reading Matter intended for the next month's issue should reach this office not later than the fifteenth of this month.

**Vol. 2      OCTOBER, 1907.      No. 4**

#### THE AD MAN SPEAKS

Did you ever stop to figure out how many of the good things of life have come to you through reading advertisements. Don't suppose you have.

But just try it some day and you will find that a very large part of the success and pleasure of your life has come from this very source.

How many plays would you have seen if you had not read the ads?

How many good books would you know if you had not read the ads about them?

How many good excursions would you have taken if you had not been

informed of their advantages by reading ads?

How many excellent bargains would you have missed if you hadn't read the ads?

How many—but why prolong the list? You know, as every other thinking man knows when he comes to think of it, that advertising has entered into the very warp and woof of business and home life in the last twenty-five years.

When you read the ads in **SELLING ELECTRICITY** you are not reading a lot of miscellaneous notices that have no particular application to you, for **SELLING ELECTRICITY** solicits and prints only the announcements of goods that will help you in the fight for profits.

Every ad you read here is an opportunity for you. Study it—don't let anything good get by.

That this policy of ours is a winning one we know from the fact that **SELLING ELECTRICITY** to-day is giving its advertisers better results than any other paper in the electrical field with perhaps one single exception.

The readers of the paper are behind this success. They are the people who support the advertisers, while the advertisers support us.

Now you, Mr. Reader, remember this. If you want anything advertised in **SELLING ELECTRICITY**, tell where you saw the ad. Play the game. Co-operate.

This magazine is better than last month's *because it carries more ads.* Every ad we get means improvement. We get ads because you give the advertisers results.

It's your move.

Read the ads.

SELLING ELECTRICITY ADVERTISERS.

## This "1900" Motor-Driven Washer and Wringer Will Increase Your Day Load AND PLEASE YOUR CUSTOMERS



You work hard to sell electric flat irons and electric sewing machine motors among your customers. Why not permit us to sell our electric washer and wringer to them? We ask nothing of you but the names of customers—people who use electricity and can use our washer. We do the selling—we take the risk. We put our "1900" Washer and Wringer on your circuits on trial, and we collect our own bills. We ask only the names of the right people to approach. But if you install a washer in your display room or office and show your people how it works, you will help us and yourself.

That is not much, is it? Just give us the names and, when anyone comes to you to inquire, show the machine. You do not invest a dollar except for the sample machine which you can sell again. We do the advertising and soliciting. We sell our own goods.

Note the latest feature of the "1900"—

The motor operates both the washer and the wringer, thus using a fair amount of current. Write us today for full particulars about our plan to put out the "1900" Washer in your city.

**THE "1900" WASHER COMPANY**  
BINGHAMTON, N. Y.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



## The Sorensen Ceiling Switch

**SAFE  
DURABLE  
WORKMANLIKE  
NEAT**

Union joint makes it positive and easy acting. Operated by a cord, insuring safety from short circuit.

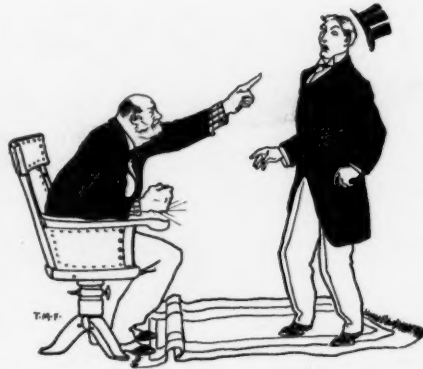
Made with Diamond H snap switch.

Our catalog shows a variety of Electric Specialties.

**P. SORENSEN**

Dunham Place

BROOKLYN, N. Y.



## Young Man

If you are in the Electrical Business and do not subscribe to **Selling Electricity**, you are neglecting one of the best opportunities of your life to

## GET WISE

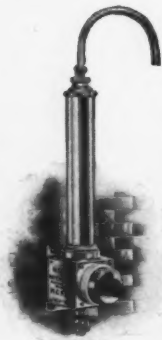
To what other and more successful commercial men are doing and how they are doing it. You know that the biggest opportunities in this business are open to men who know about

## SELLING ELECTRICITY

This is the only paper that tells what YOU want to know about the commercial game.

## SUBSCRIBE NOW

## Central Stations INVESTIGATE



A thoroughly reliable continuous flow INSTANTANEOUS ELECTRIC WATER HEATER from which water at any temperature from cold to 200 F. can be drawn. Such a compact, sanitary and economical device is just the thing for soda fountains, cafes, hotels, clubs, doctors, dentists, hospitals, barber shops, manicure parlors and the home.

The only successful competitor of the gas heater which it surpasses in every way.

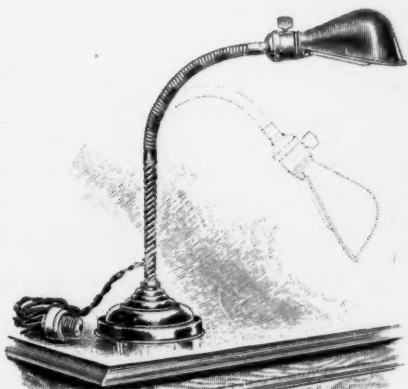
**H. C. K. COMPANY**

30 GREENWICH AVE. NEW YORK

In writing to advertisers, mention "Selling Electricity."



SELLING ELECTRICITY ADVERTISERS



**Let Us Help You To Sell  
Lamps and Current.**

We'll furnish printed matter and electrotypes  
for your local newspaper advertising.

Sample ALMOND FLEXO DESK LAMP  
Should be in Your Display Room

**T. R. ALMOND MFG. CO.**

83 Washington Street  
BROOKLYN, N. Y.

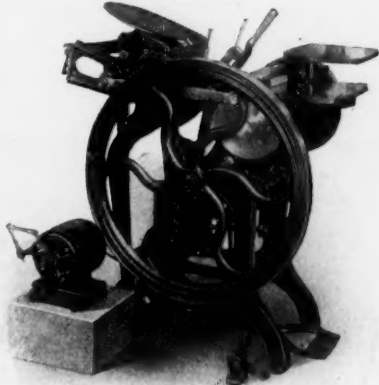


**Don't  
Forget It!**

THE  
"POKE  
BONNET"  
Reflector

**KIMBLE-GREGORY  
VARIABLE SPEED MOTORS**

Alternating and Direct Current  
**FOR PRINTING PRESS DRIVE**  
No Belts—Friction drive—No Resistance  
**Any Number of Impressions per Hour**  
A Money Maker for the Printer and a Business  
Getter for You



Price Right Send for Booklet X  
WE MAKE FORGED BLOWERS TOO  
**GUARANTEE ELECTRIC CO. CHICAGO**

Are you going to get your share of this  
desirable, long hour business? Are you  
going to stick to the old, high-priced trough  
reflector, or are you going to push the  
modern, efficient, economical "Poke  
Bonnet?"

The "Poke Bonnet" is the only reflector  
that will help you get business.

Every central station manager and solicitor  
should know as much as possible about  
this proposition.

Write us for full particulars.

**NATIONAL X-RAY REFLECTOR CO.**

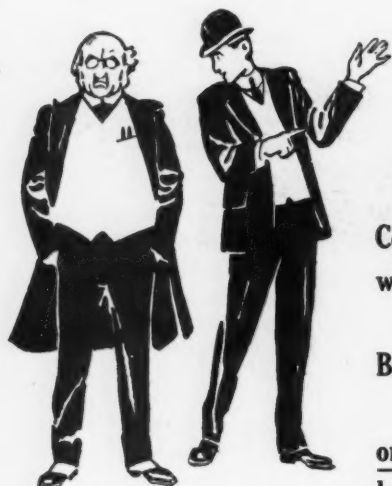
247 JACKSON BOULEVARD  
CHICAGO, ILL.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

## BILLY BAXTER TALKS BANNER BETTERNESS

No. 1



"Bosh!" said Mr. Hardnut,  
"Don't talk lamps to me. All  
lamps are alike."

"They all look alike. Sure!

But you've heard the Kentucky  
Colonel's opinion of whiskey—all good, only some  
whiskeys are better than others.

"Same with lamps—some are better. I'm talking  
Banner Betterness.

"Look here! Banner Lamps are used by over  
one thousand large and critical concerns—railroads, office  
buildings, manufacturing plants, central stations.

"Why? Not because I'm a good salesman—not because my boss is a good fellow.  
No! What's the reason? I'll whisper it--BANNER BETTERNESS."

THE BANNER ELECTRIC CO.

YOUNGSTOWN

(All the New Metal Filament Lamps)

OHIO

# B-H



Get in Line for FALL

### SIGN BUSINESS

You can double your sign business this Fall  
if you make a Flat Rate Proposition, turning  
the current on and off with a

## B-H RELIABLE TIME SWITCH

Their statements will prove that it is rightly  
named--RELIABLE

Let Us Submit Evidence

THE BALLOU-HUTCHINS ELECTRIC COMPANY

37 WEYBOSSET ST.

PROVIDENCE, RHODE ISLAND

## ELECTRIC

SUPPLIES  
TELEPHONES  
NOVELTIES

Catalog of 200 Free. If its Electric we have it. Big Catalog 4c

OHIO ELECTRIC WORKS, CLEVELAND, OHIO

The World's Headquarters for Dynamos, Motors, Fans, Toys,

Batteries, Belts, Bells, Lamps, Books.

WE UNDERSELL ALL

WANT AGENTS



Look For This  
Trademark  
on

KINSMAN DESK LAMP & PORTABLES

Send for Booklet full of  
LIGHTING SPECIALTIES

MCLEOD, WARD & CO.

25 THAMES ST.

NEW YORK, N. Y.

AGENTS { H. P. White Co., Philadelphia, Pa.  
Thos. G. Grier Co., Chicago, Ill.  
McKenney & Waterbury Co. Boston, Mass.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



## Have You Tried the Miller Line?

Miller portables help make home attractive. Our lamps are all artistic creations. They will sell in your display room. Users of electricity are discriminating. Only refined, harmonious and genuinely handsome lamps and fixtures can be sold by lighting companies. If you've tried the cheap tawdry kind you will agree with us. Get our latest catalogue.

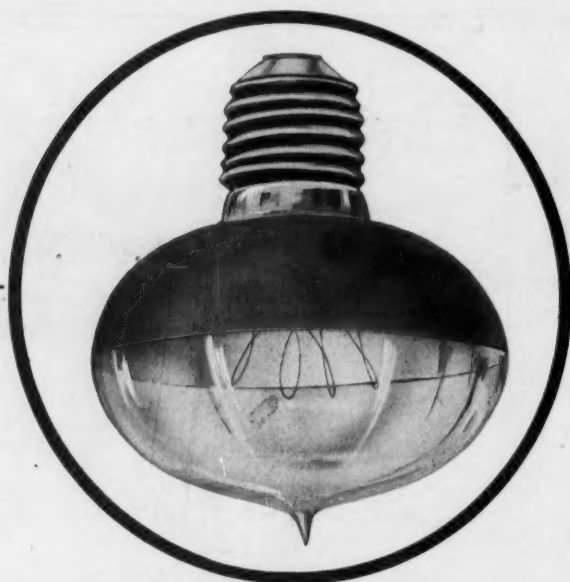


# Edward Miller & Company

MERIDEN, CONN.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



We know you are more or less interested in High Efficiency Lamps, and therefore we call your attention to the latest record of the old Carbon Filament Germania Reflector, which you can verify yourself from the regular stock sample which we shall be glad to send you.

These figures from the United States Bureau of Standards show that the Germania has the highest end-on candle power for current consumption of any lamp on the market. Draw your own conclusions, but we can tell you that the Germania Reflector lamp will get window lighting business for your company. It combines lamp and reflector in one unit; it concentrates the light in one direction; it gives from four to five times as much illumination as its rated capacity.

Over a desk or a machine, there is no lamp and no arrangement of reflectors that will give as much light as a Germania.

With all this, remember that the reflecting surface of the Germania is backed by pure copper and will not peel off as paint always does; that the life of the Germania is equal to any lamp made.

**RATING OF LAMP**

4 C. P.  
8 C. P.  
16 C. P.  
32 C. P.

**DOWNWARD LIGHT**

20 C. P.  
35 C. P.  
75 C. P.  
175 C. P.

Independent manufacturers and independent prices

**GERMANIA ELECTRIC LAMP COMPANY,** 420 OGDEN ST.  
NEWARK, N. J.

In writing to advertisers, mention "Selling Electricity."



*Have You Read That  
Testing Laborator-  
ies' Report ?*

It surprised a lot of Central Station men to learn that they had been paying 33 percent more for lamps than was necessary, and hadn't been getting any better lamps for their money. It surprised the trade generally to know that so high an authority as the Electrical Testing Laboratories had issued a statement saying that honestly refilled or renewed lamps were just as long lived and efficient as new lamps.

Our refilled lamps are honestly made. They give just as good service as any lamp made, regardless of price. They cost you one-third less than you have been paying. A trial order will convince you. Better get that Testing Laboratories' report, anyway. It will furnish you with evidence to discomfit the high-priced lamp salesman. A postal will bring it.

**STANDARD  
ELECTRIC LAMP CO.**

123 Van Buren Street  
NEWARK, N. J.

?

**How to Increase  
The Day Load**

?

One way that has proven most practical is by placing "Simplex Quality" Electric Heating Appliances in the homes of your customers.



Electric heating reaches its highest point of development through the Simplex patented Enamel Method of construction.

Due care is taken in the making of these devices to insure durability, ease in operation and efficiency in service.



SEND FOR CATALOG "S"

**SIMPLEX ELECTRIC HEATING CO.**  
CAMBRIDGE, MASS.

Chicago Office      Monadnock Block





## "The Bigger your Sales, the Bigger your Salary"

You can make bigger sales and a bigger salary by becoming a better salesman.

You can become a better salesman by mastering the Science of Salesmanship.

You may be a *good* natural salesman, but when you understand the scientific points of salesmanship and know how to apply them, you cannot help being a *better* salesman.

What chance has a "natural-born" boxer against a scientifically trained fighter? He

would not last one round. It is exactly the same with the "natural-born" salesman. He has practically "no show" in competition with a scientifically trained salesman.

The Sheldon School teaches Scientific Salesmanship by correspondence. It teaches you how to develop your natural abilities; how to increase your will-power; how to read human nature as most people read a book; and it teaches all of these things in plain, simple words and apt illustrations.

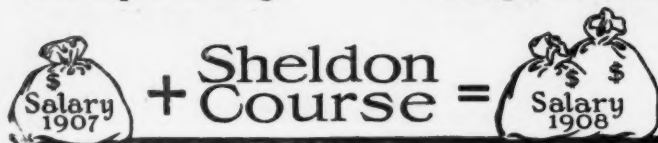
# The Sheldon School

trains the mind of any man so that he will be worth more to his employer and to himself. Bookkeepers, stenographers, correspondents, clerks and office men can all get bigger salaries next year by taking The Sheldon Course in Scientific Salesmanship this year.

No man of average intelligence can go through The Sheldon Course without getting new thoughts, new ideas, new methods that will enable him to earn more money, either working for himself or for others.

**Don't wait—act now! Fill out and mail the coupon today, and let us send you complete information and the proof of what The Sheldon School is doing for others and will do for you.**

**The Sheldon School,**  
1148 Republic Bldg. Chicago, U. S. A.



Salesmanship is the foundation of all business. Scientific Salesmanship is necessary for a big commercial success. Do not be content with your present income. Fit yourself to earn more. The Sheldon Course will help you do it, as it has helped over 25,000 other men.

You keep right on earning money while you take The Sheldon Course, and then you are fitted to earn twice as much as you earned before.

**THE SHELDON SCHOOL,**  
1148 Republic Bldg., Chicago.

Please send me at your expense your booklet "The Science of Salesmanship." I am interested specially in the subjects I have checked below.

|                          |                        |
|--------------------------|------------------------|
| .....Salesmanship        | .....Self Development  |
| .....All Writing         | .....System and Costs  |
| .....Business Logic      | .....Self Education    |
| .....Business Psychology | .....Science of Retail |
| .....Promotion           | .....Merchandising     |

Name.....

Address.....

Town.....State.....

Position.....Business.....

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

THE SIGN THAT SELLS ITSELF



### *The Haller Interchangeable*

The most satisfactory and substantial interchangeable sign made is the HALLER. Each letter is a separate panel; the panels fit by interlocking joints into a solid steel frame; the assembled sign has the exact appearance of a special made solid back-ground frame.

Both frames and panels are wired. If frequent changes are desired, as, for instance, theatres, an automatic connector will be supplied, so that changes can be made quickly and easily by anyone.

For Sign Rental Business these signs are ideal. They are well designed and of sturdy construction. We furnish them complete or can supply frames and letters as desired, to be assembled by customers.

We have no cut-and-dried "proposition" for central stations but will make one specially to fit your requirements and local conditions if you will write us. We sell these signs with return or exchange privilege that makes the "Free Sign" proposition an attractive one for you to take up. Let us show you.



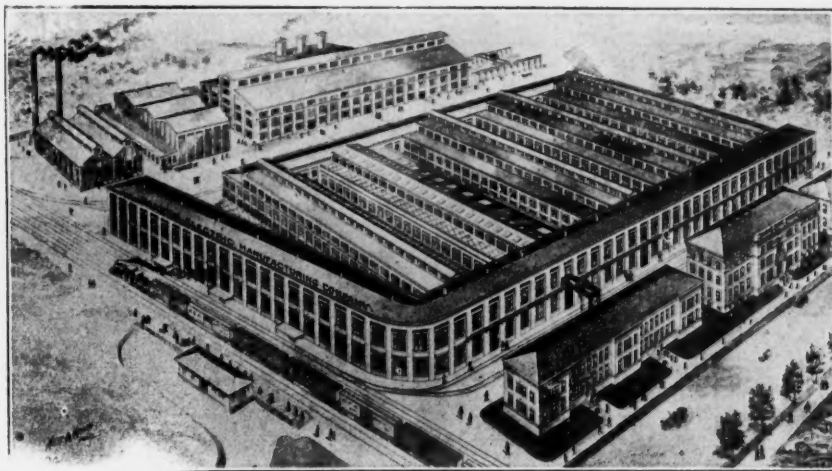
## HALLER MACHINE COMPANY SIGN WORKS

319 S. CLINTON ST., CHICAGO, ILLINOIS

## Wagner Electric Mfg. Co.

Main Office and Factory

St. Louis, U. S. A.



The above plant is proof of our contention that the superiority of Wagner product is recognized by Central Station Managers. The increase in manufacturing facilities will enable us to handle all orders in shorter time than was possible at our old plant.

We solicit your inquiries for transformers, instruments, single phase and polyphase motors.

WRITE FOR BOOKLET "RESUME-M."

In writing to advertisers, mention "Selling Electricity."



## **“A LITTLE KNOWLEDGE IS A DANGEROUS THING”**

in Illuminating Engineering. Mistakes made in arranging a customer's installation reflect discredit on your company. They cast doubt upon the adaptability of electricity to meet the illuminating requirements of any sort of situation—they endanger not only your lighting contract with that particular customer, but endanger business with future customers who are bound to be guided by the results of his experience.

Only a rare genius can claim to be a master of illuminating engineering simply from six months or a year's reading knowledge.

We have had seven years' practical experience in solving problems in illuminating engineering. The best trained experts in America in this new and difficult profession are associated with us in a consulting capacity. Any problem you may meet with can be solved by these men, either by correspondence or by direct supervision.

At our present low fee, any Central Station can afford to have the benefit of all that we have learned in the last seven years about Illuminating Engineering.

### **Bureau of Illuminating Engineering**

**437 Fifth Avenue, New York**

In writing to advertisers, mention "Selling Electricity."









**You can give free renewals of 4,  
8 and 32 candle power lamps if  
you use the new STERLING  
special line. Consider what that  
means in new business.**



**THE STERLING ELECTRIC MFG. COMPANY**  
Warren, Ohio

## HERE'S THE PROPOSITION

Would *free* renewals on 4, 8 and 32 candle power lamps be *any* benefit to *you* in *your* territory?

With the new Sterling Special lamp you *can* give such renewals on *big* and *little* lamps and *still* secure the same percentage of profit that you get from sixteens.

Our 4, 8 and 32 candle power lamps are now rated so that they will consume the same amount of current in proportion to the cost as the Sixteens.

This means that *your* renewal expense—*if* you use Sterling Specials—will be *exactly* the same on *all sizes* of lamps, 4, 8, 16 or 32 candle power; that you can *now* afford to give free renewals of 4, 8 and 32 candle power lamps the *same* as you have been giving to 16 candle power.

Would not that be of *considerable* benefit to you in your territory?

## WHAT DOES IT MEAN TO YOU?

It means that we are after *more* Central Station business.

It means that we are building our lamps *different* to get it.

With our *improved spiral filament*, giving a *spherical* candle power equal to the lamp's rated capacity, we have already won the *largest* share of the Central Station business of the country, but we want *more*.

Our *new* method of rating lamps is the latest achievement in our effort to make the Sterling lamp the *only logical lamp* for Central Station use.

It means that we are now *specializing* on Central Station lamps.

It means that we are the *first* manufacturers in the *world* to build lamps to *fit the conditions* in the Central Station field.

## The Central Station Lamp of Today and for the Future is the New Sterling Special

It is the *only* lamp made to fit your requirements.

It is the *only* lamp with which you can *afford* to give free renewals of the 4, 8 and 32 candle power sizes.

We won our supremacy in the Central Station field through the *superior* merit of our *spiral filament* construction.

We propose to *hold* that supremacy—to make it *even more* apparent, through the new Sterling Special, which is the *first* lamp *ever* made and rated on a *logical* basis.

Our aim has been to make a lamp that would *fit* the *particular* conditions with which *you* have to contend.

We *know* we have succeeded.

Are you open to conviction?

Write your answer here.

TEAR OFF ON THIS LINE

THE STERLING ELECTRIC MFG. CO.

WARREN, OHIO

Gentlemen:

Please let us know more about the

STERLING SPECIAL proposition.

Name .....

Company .....

City or Town .....

State .....





We Will Put Out Scores of  
Electric Signs in Your Town if  
You Will Give Us the Chance

**S**IMPLY SEND US A LIST of the people in your territory who ought to have electric signs in front of their stores or places of business. We know how to sell signs as well as how to make them. With our salesmen and our follow-up system, together with the superior merits of our signs, we know we can boom electric advertising in your city.

We do not make cheap, ordinary signs. All signs look alike when new, but our signs stay new longer than the cheap kind. The day of the punched sheet iron bar-room sign is over. Business men today want signs that will last, as well as signs that are artistic and original. AMERICAN ELECTRIC SIGNS make good in both particulars.

Sit down now and write us off a list of people who ought to have electric signs in front of their places of business—who ought to be using more electricity. Mail us the list and we will send you our catalogue, and immediately go after the prospects you have turned over to us.

**American Electric Sign Company**

42 High Street, Boston, Mass.





## Don't Blame the Meter Man

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He didn't buy the meters.

If the cost of your meter department is too high it is your own fault.

You should have bought Fort Wayne TYPE K METERS in the first place—then you wouldn't be “up against it” for repairs, replacements, and extra testing.

TYPE K METERS are the cheapest meters made. Not in the first cost, of course, but in maintenance. If you are a practical manager, you want a practical meter—one that stands up to its work, that doesn't go wrong every time a little stress is put on it.

TYPE K METERS are practical meters. They are sturdy, dependable; embodying to the greatest possible extent all that is good in meter design without sacrificing reliability.

If you will look at the meter question squarely you will admit that the test of a meter is not its theoretical design but its practical day-by-day performance.

TYPE K METERS are designed right. But more than that, they *perform right*—REGULARLY—CONTINUOUSLY.

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**FORT WAYNE ELECTRIC WORKS**

**FORT WAYNE, INDIANA**